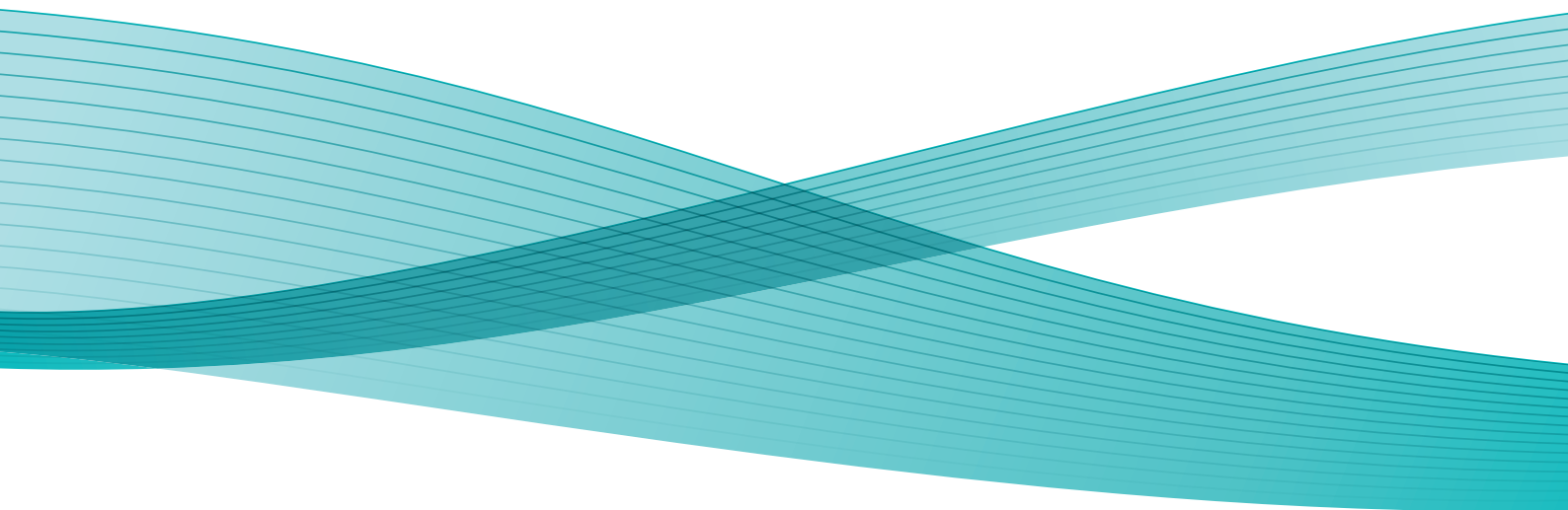


Shining Way Logistics Service Ltd.

Knowing your customer to create win-win



Case study: Shining Way Logistics Service Ltd.

Knowing your customer to create win-win

Challenges

- Increasing print volumes due to company expansion
- Unreliable printing solution from existing A3 laser jet printer

Solution

The Fuji Xerox A3 monochrome network laser printer enables Shining Way to:

- Implement a new network system with low cost and complexity
- Enjoy a reliable and timely printing solution

Results

- Substantial time and cost savings
- Easy installation and maintenance

Background

Shining Way Logistics Services Ltd. was formed in 1996 with the key focus in partnering and supporting their clients to provide a cost efficient and timely solution to manage flows of products to their customers. The company provides full logistics services in Hong Kong, Macau & China; and is supporting other Asia Pacific countries through strategic investment with local logistics partners. With their comprehensive portfolio of logistics and delivery services, attention to accuracy and detail, outstanding customer service, the company has earned a reputation for bringing customers' products to end-users quickly, on-time, safely and at the lowest possible cost.

“Not only are costs and features important in the selection process, the extension of knowledge, an ability to solve problems and the quick response of the account service team are vital.”

Judy Chu, Administration Manager,
Shining Way Logistics Services Ltd.

Challenges

In this fast moving industry, a reliable, timely and professional printing solution plays a very important role in supporting the company's daily operation. With expansion of their business, print volumes become heavier and heavier each day. Their old black-and-white HP A3 laser jet printer failed to meet their requirement; meanwhile, the cost of maintaining the old printer is unreasonably high which requires a lot of 3rd party options. Judy Chu from Shining Way, says “We needed a new network printer which was reliable, cost effective and efficient.”

Solution

Shining Way began investigating A3 monochrome network printers. Among several printing solution providers including HP, Samsung and Lexmark, Shining Way eventually selected Fuji Xerox's DocuPrint 3055 A3 monochrome laser printer. "Not only are costs and features important in the selection process, the extension of knowledge, an ability to solve problems and the quick response of the account service team are vital", says Judy. After two months, the new solution has been deployed and a pilot test completed with great satisfaction. "I'm glad I stuck to my initial decision of not considering any other brand." said Judy Chu from Shining Way.

Partnering with Fuji Xerox

Through the procurement and implementation process, confidence has been built between Shining Way and Fuji Xerox Printers. The company started to explore more new technology from Fuji Xerox Printers to enhance their service and operational efficiency. In September 2011, Shining Way confirmed the purchase of a new S-LED colour printer - the DocuPrint C5005d.



For more information on how Fuji Xerox can help your business, please call or visit our website at www.fujixeroxprinters.com