



KONICA MINOLTA

# Customer Success Story

Optimised printing capabilities,  
differentiated service, enhanced  
partnership



## Challenge

- New business fit-out
- Start-up printer needs appropriate equipment
- Small business needs excellent support



## Solution

- Professional advice delivers the right equipment
- Affordable upgrade path suited to future growth



## Customer benefits

- Confidence to invest in the right equipment
- Optimised printing capabilities matched to business
- Ability to provide differentiated service

**Industry:** Design & Printing

**Location:** Sydney

**Kaligraphic Print (Kaligraphic) offers graphic design, website and digital design, and direct mail services to a wide range of clients in Sydney. Business owner, Katya Shmaiger, has more than 20 years' experience in the printing and graphic design industry and had previously worked with machines from a range of different manufacturers. As a start-up business, Kaligraphic needed to outfit its new premises with the necessary printing, binding and cutting machines to service its clientele.**



KONICA MINOLTA



“ We absolutely attribute a large part of our success to the Konica Minolta printers. We don't have to run calibrations to fix colours; we start printing and the job is perfect from the first run. We are extremely happy with the machines' performance. ”

*Katya Shmaiger, Director, Kaligraphic Print*



## The challenge

Kaligraphic Print offers graphic design, website and digital design, and direct mail services to a wide range of clients in Sydney.

As a start-up business, Kaligraphic needed to outfit its new premises with the necessary printing, binding and cutting machines to service its clientele.

Katya, Director, said, “when the time came to set up my new business, I knew we needed reliable machines that would deliver high-quality results every time. As a small business owner, I needed the peace of mind that I would be able to fulfil my customers' requests no matter what.”



## The solution

Katya met with a Konica Minolta representative, who made a number of recommendations regarding the machines that would be suitable for Kaligraphic.

Katya Shmaiger said, “I trusted the Konica Minolta representative's opinion and recommendations and it was the best decision I could have made. We saw the machines in the Konica Minolta showroom and talked at length about the capabilities Kaligraphic needed.

Kaligraphic chose the Konica Minolta bizhub PRESS C1085, bizhub PRO C1060L and bizhub PRO 1100, as well as a Konica Minolta TEC Coater, which was the first sold into the Australian marketplace.



## The result

Katya said, “The reliability, quality and consistency of the Konica Minolta printers outperforms any other printer brand I have worked with over the past 20 years. That, combined with outstanding service, is helping to ensure the success of Kaligraphic Print.”

She went on to say, “the service we receive from Konica Minolta is exactly what we were looking for. The machines are exceptional and, in the rare case that something does go wrong, we know all we have to do is pick up the phone and someone will be out to help us immediately. That is a huge benefit, especially as we're still working on building a strong, loyal customer base. If we can't deliver jobs as promised, it doesn't look good.

Konica Minolta always finds a way, whether it's finishing jobs at their premises or working with other printers to fulfil the job.”

**Contact us for more information:**

Free call: 1800 789 389 [www.konicaminolta.com.au](http://www.konicaminolta.com.au)

**Giving Shape to Ideas**