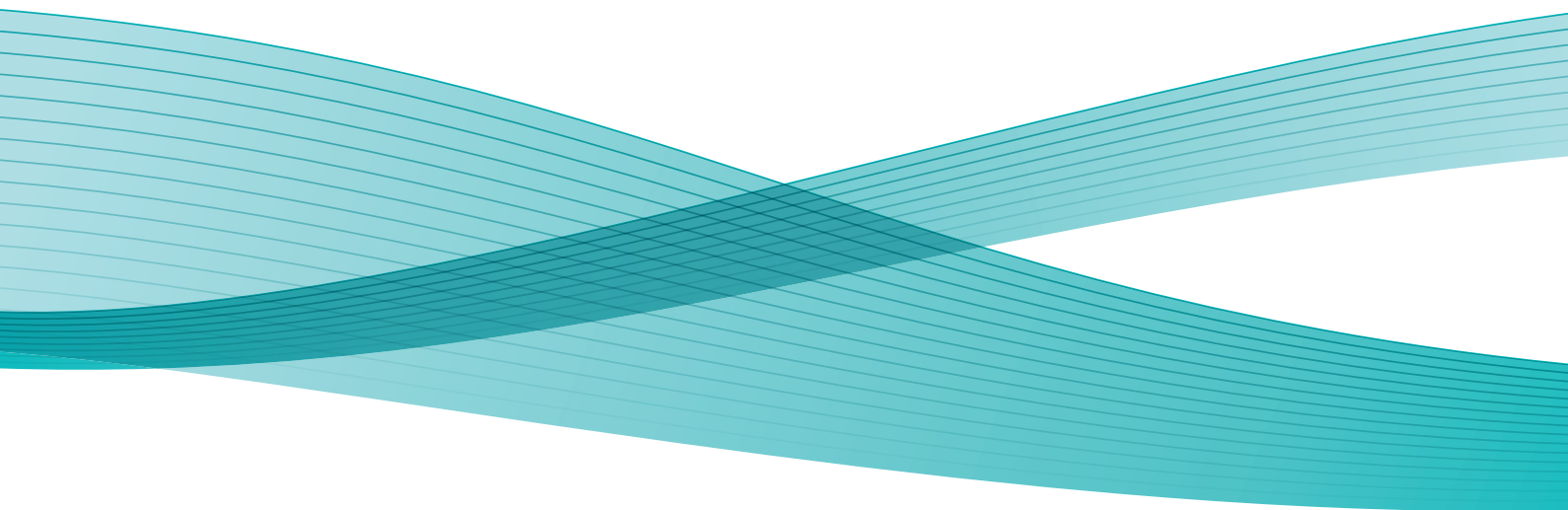


Case study: Hopper Group

High quality marketing collateral at an affordable price



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“We were looking for a method of printing high quality marketing materials at an affordable price.”

Raelene Hopper, Owner, Hopper Group

Challenges

- Improve the appearance of marketing materials to excite and engage with customers
- Instantly respond to local market conditions with effective talkers and point of sale materials
- Print high quality colour shelf tickets and talkers in-store at an affordable price

Solution

Fuji Xerox ColorQube 8570 solid ink printer, coupled with PagePack managed print solution and SignIQ software.

Results

- Ability to print full colour promotions and product information that is attractive, informative, effective and durable
- An affordable low cost colour quote page price with PagePack
- Ability to capture customer attention with print rich documents

Background

The Hopper Group has interests across a range of retail businesses. The Group’s dedication to the delivery of outstanding customer service has seen the organisation grow to become one of metropolitan Brisbane’s largest independent food service retailers with six IGA Supermarkets and three bakeries trading under the group’s own brand, bRED Bakeries.

The Hopper Group’s IGA Supermarkets are located at Cleveland, East Brisbane, Manly, Milton, New Farm and Greenslopes.

Challenges

The Hopper Group must ensure that their IGA stores capture customer attention through rich and attractive marketing collateral, colour shelf tickets, point-of-sale material, trackers and talkers.

Each IGA had a monochrome printer in store allowing talkers and shelf tickets to be printed only in black and white. The talkers were then inserted into plastic slips or laminated to preserve the tickets’ appearance and protect against spills or dampness. Any colour requirements were designed and printed at head office and then delivered to each store, which proved to be expensive.

“Our stores’ promotional materials were really lacking vibrant colour,” said Raelene Hopper. “We were looking for a method of printing high quality marketing materials at an affordable price. We sought a printing solution that ticked all the boxes.”

Solution

The Fuji Xerox ColorQube 8570 solid ink printer allows the Hopper Group’s IGA stores to achieve professional marketing collateral. Fuji Xerox reseller Silent Selling recommended the ColorCube 8570, coupled with SignIQ software, to allow IGA stores to run specials and promotions locally and print marketing collateral on demand. The solution allows stores to instantly respond to local market conditions and run in-store promotions with eye catching and consistent marketing materials.



The ColorQube 8570 solid ink printer is easy to use and has a low cost to buy and run. Providing exceptional speeds and high quality vibrant print output the solution is ideal for producing quality marketing materials and produces 90% less waste than a typical colour laser printer. Inexpensive colour means the stores can afford to print the large volumes of colour tickets that are required for a modern in-store shopping experience.

“The solid ink component is particularly beneficial,” said Raelene Hopper. “The quality that the solid ink provides means that we no longer have to laminate our talkers which cuts costs and saves time. I had always resisted putting colour printers into our stores because of perceived costs involved but now I realise I should have done it years ago.”

Silent Selling also suggested that The Hopper Group consider PagePack, Fuji Xerox Printer’s managed print solution. “PagePack provides us with a fixed price per page cost model. We are charged on a fixed cost per page irrespective of how much toner or other consumables we use, which means that it is a hassle free solution with no unexpected costs. “

Benefits

With the Fuji Xerox ColorQube 8570 printer and SignIQ software, The Hopper Group’s IGA supermarkets can print full colour in-store tickets and promotions that are informative and effective and match what their large competitors are doing.

With the low cost colour quote page price, PagePack MPS makes this an affordable solution.

The ColorQube environmental message is also in-line with The Hopper Group’s message. “Our Greenslopes store has been particularly active in greening up and has energy efficient solar powered refrigeration systems installed. The energy efficient solid ink machine is very significant as it ties in nicely with our energy saving message ‘Greening Greenslopes’”.



The Fuji Xerox ColorQube 8570 enables The Hopper Group to create full colour ticketing and promotional material for their IGA supermarkets.



For more information or detailed product specifications, please call or visit our website at:

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