

Chadstone Shopping Centre: Fashion with a touch of laser

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CASE STUDY



"Now, I can incorporate any graphical or text element I like *anywhere* in the document; and the printer automatically adjusts its printing to optimise the quality of each element. Because of the speed and quality I'm now getting with my printing, I am in a position of being able to exploit the use of colour and graphics much more freely and with greater impact than ever before."

Justin Mills - GRM Chadstone Area Centre Manager

Currently managing well over \$7 billion in property and assets, Gandel Retail Management (GRM) is recognised globally as a leader in the high profile retail property management industry. One of the first properties to come under GRM management is Melbourne's Chadstone Shopping Centre, which was acquired by the company in 1983. Now, over 20 years later, Chadstone is once again taking a lead within GRM. This time, with the introduction of an Epson AcuLaser C2600N, it is a leadership in demonstrating the significant business benefits of utilising Epson colour laser printer solutions.

Challenge

- ◆ High speed colour *and black-and-white printing*
- ◆ Easy-to-use and -manage laser printer for non-technical users
- ◆ Improved identification and understanding of key information contained in printed reports
- ◆ Incorporate graphics and text on a single page with each element printed in optimised quality

Solution

Epson AcuLaser C2600N Colour Laser Printer

Benefits

- ◆ Improved print quality
- ◆ Reduced management of networked laser printers
- ◆ Improved comprehension of reports and presentations

Challenge: Searching for optimum colour with speed and quality

For Justin Mills, Chadstone Area Centre Manager, preparing reports and delivering presentations to GRM senior managers and investors are fundamental to his role. "These people are being given reports and presentations on an almost daily basis," Mills explains. "My job is to ensure that when I provide people with reports and handouts, the *key* information they contain can be easily and quickly identified and understood; and this is where colour is absolutely critical."

Having been a strong advocate of the effectiveness of colour documents for several years, Mills had been relying on a third-party colour printer for those reports he considered of particular importance. "The main reason I was unable to use colour in *all* my reports was simply that the printer was slow and unreliable," he says. "A large number of the documents I prepare are printed right at the last moment just before they're due to be presented or despatched, which is a fairly standard situation for just about any manager in business."

Solution: Epson AcuLaser C2600N

In late 2005, having met with an Epson laser printer specialist, Mills agreed to trial an Epson AcuLaser C2600N colour laser printer. "Once I saw a demonstration of the printer and saw its specifications, there was no doubt in my mind that this was a printer that was going to deliver real results at multiple levels," he states.



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One of the first benefits Mills discovered with the AcuLaser C2600N was the high print speed.

"The speed of the printer makes a massive change," Mills says. "Even if I'm working on the content of a document just minutes before it's due to be presented, I can press the print button and have multiple copies of multi-page colour reports in minutes – a fraction of the time it was taking previously."

Colour and images for impact

"When I'm putting together an 85-page strategic review, it's imperative that I

detail and clarity. "Before the AcuLaser C2600N, it was often the case that if I wanted to include photographs in a document, I would need to print them on a separate printer then manually collate the final report," he explains.

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have colour and images to give the document greater impact and highlight key information," Mills says. "But if – as was the case with the previous printer – the output is low quality, then what will be most noticeable are banded images, poor colour and misaligned text."

As a direct result of the AcuLaser C2600N's advanced features, such as Colour Resolution Improvement Technology (RITech) and AcuLaser Fine Dot Control Technology, Mills' reports have been given – quite literally – an entirely new face.

According to Mills, one of the most immediate benefits of the new printer is his new-found ability to mix text, graphics, charts and photographs on the one page, with each element printed in outstanding

Designed for the user

"One of the issues I had to be quite aware of was that the AcuLaser would be user friendly at every level," Mills explains. "That also includes setup and maintenance; and everything from installing toner cartridges, setting up the printer right through to changing settings, I've been able to do myself. I've been a heavy user of printers for many years, and even though the AcuLaser C2600N has only been in a few months, it's quite obvious that it's a printer designed for *users*."

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Epson Colour Laser Printers
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