

Case Study Wyke Printers



“Xeretec is not merely a supplier of printers. Xeretec is a true digital solutions business consultant, with the skills, knowledge and experience to provide informed advice.”

Stephen Connor, General Manager, Wyke Printers



Founded in 1972, Wyke Printers has become synonymous for high quality print among its loyal customers throughout the United Kingdom. Wyke Printers services include, print, supply chain management, fulfilment and direct mail services. Wide use of bespoke web2print portals are used to service the Educational, Fashion and Manufacturing sectors.

Embracing a vibrant digital future

The company kicked off the year with two new Xerox Versant 2100s, the mid-range production printer, supplied and installed by Xeretec. Together with the consultancy provided by Xeretec, they will enable Wyke Printers to respond effectively to the current and growing demand for personalised, variable-data short-run printing, thus creating a sustainable digital business model that gives the respected business a new resilience and an opportunity to flourish in a changing and challenging market.

It is a print strategy that's proving to work for the company, as Stephen Connor, General Manager of Wyke Printers, enthuses: “The Versants are excellent devices and a sound investment for our business. They offer a Litho-like finish and print to a very high standard while managing short runs effortlessly.

The finish is superb. It has a matt finish, that customers love. Its output looks very much like a conventional litho print, its registration and consistency are excellent. We can see how the Versants will open up new applications and revenue opportunities.”

Reliable Xerox Versants take the pressure off

The inherent reliability and high performance of the Versants has proved instrumental in driving more productivity and peace of mind: “On a big job, we can split the print load, so we can finish a job in almost half the time,” Stephen stated.

“A five-hour job can now be done in half the time, increasing the company's uptime while putting us under less pressure. Not only does doing jobs in parallel work a treat, but we have the reassurance of knowing that should one of the machines go down, we drop to 50% capacity rather than stopping completely.”

It's just as well that the devices have proved durable as the company often produces up to 300,000 digital prints a month. In that time, “...the Versants have performed brilliantly. They produce up to 200 pages a minute effortlessly and have exhibited excellent reliability in the time we have had them. In fact, we've never yet placed a service call for them,” Stephen added.





Xeretec

Consultancy from Xeretec

While Stephen describes the deal put together by Xeretec on the Versants as a 'no-brainer', 'value' takes on a deeper meaning at Wyke Printers beyond the attractive deal on the printers offered to the company. Explaining more, Stephen said: "Xeretec's team has the ability to guide us and help take our business to where we want it to be. I believe that its knowledge of the print industry, the challenges we face as well as the opportunities open to us, is unmatched. That's why we continue to see Xeretec as a trusted advisor and still work with them. Even with the new devices installed, we still have regular communication with our account manager at Xeretec, discussing print options and permutations about what is possible."

This advice and guidance is backed up by a true ability to deliver practically on a day to day basis. This was evident during the Versants' install, as Stephen explains.

"Xeretec managed installs for us in the past, so we were confident that this job – while complex – would be handled effortlessly. Xeretec did not disappoint. The two Versants were installed and running within two days, barely affecting our productivity in that time. Taking place over the Christmas period, the install went "exactly as promised." Stephen added: "Post-install, Xeretec managed the product training, showing our team features we were not aware of, and made the investment of remaining on site as the team got used to the Versants. You simply cannot beat having an expert there next to you when using a new device for the first time. All the questions you have are answered there and then, so you're learning as you go along which is the most effective way to get to grips with a new device. It's that level of support that's invaluable to a business like ours."

Building a sustainable business together

As to whether he would recommend Xeretec, Stephen commented: "I would, without a doubt. It is innovative in its thinking, experienced, trust-worthy, reliable and committed to customer support. They are not sales people. They are business consultants who help alleviate our print pain points and have helped us to build a sustainable digital business model. Knowing that Xeretec is there day-to-day, gives us real peace of mind both now and in the future."

Xeretec is a leading integrator of digital print hardware, software, solutions and services, supporting the print needs of businesses across the UK, Ireland and Western Europe. Established in 1991, Xeretec has grown to become both Xerox's largest UK managed print service provider and its largest reseller in Western Europe in terms of scale, enhanced Managed Print Services and heavy and light production print technology.

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