

“In terms of small format devices, no other supplier is able to scale with us. Other companies could take us so far, but with the high volumes we have now, only Fuji Xerox has the equipment we need to meet our clients’ demands. We see a solid pathway for growth with Fuji Xerox’s range of bigger and more sophisticated devices. They can support us – the others don’t have the high-end machines we need to grow our business.”

– Hamish Woulfe, Director
The Big Picture



Getting the lowdown on The Big Picture’s success

The Big Picture was started in Wellington in 2008 by university students Hamish Woulfe and Chris Lock. What began as a small business, catering mainly to architecture and design students, rapidly evolved into a successful print company. In 2013 they joined forces with Sam Khorshid, opened a branch in Albany and expanded into the Auckland market. Sam brought a wealth of experience in signage with him, and The Big Picture soon became a full-service provider, offering everything from design to installation.

The Big Picture now has 22 staff, and owner-operated branches in Wellington, Auckland and most recently, Tauranga. Their core business is printing for the advertising and point-of-sale markets, with customers ranging from small businesses through to global brands.

Well equipped for printing success

The Big Picture uses both small and wide format digital print devices, and produces a full range of commercial print from the usual business cards and booklets, through to complex signage projects and nationwide rollouts of point-of-sale material.

Fuji Xerox New Zealand has supplied small format digital printers to The Big Picture’s right from the beginning.

“The reason we went with Fuji Xerox was their ability to provide us with the devices we needed to get up and running straight away,” said Woulfe. “Fuji Xerox took a chance in backing us in those early days, and I think it’s safe to say that it paid off.”

Also important to Woulfe was Fuji Xerox’s ability to service and support them as they grew their customer base and range of print services.

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other supplier is able to scale with us. Other companies could take us so far, but with the high volumes we have now, only Fuji Xerox has the equipment we need to meet our clients’ demands. We see a solid pathway for growth with Fuji Xerox’s range of bigger and more sophisticated devices. They can support us – the others don’t have the high-end machines we need to grow our business.”

A sure outcome with the Epson SureColor

Now Fuji Xerox has stepped up as a supplier for The Big Picture’s wide format printer needs as well, installing the newest addition to the Fuji Xerox range - the Epson SureColor Eco-Solvent S80600.

The new Epson SureColor Eco-Solvent range offers a wealth of improved features for sign writers and print providers, like The Big Picture, who are keen to expand their business.



The S Series range offers true, unattended roll-to-roll printing and operates at some of the fastest production speeds in the market, while still delivering highest-in-class image quality. The SureColor S80600 comes with an enhanced 10-colour ink set including red, orange, dual black and white or metallic, and produces the widest colour gamut in the industry. Perfect for everything from fine art reproduction through to high-production banner printing or vehicle wraps, the SureColor S-Series pushes the envelope of what's possible in a 1.6 metre printer.

The Big Picture opted to install the SureColor S80600 in their Tauranga branch to output canvas prints for Pixelpaint – a company Woulfe, Khorshid and Lock bought into in 2015. The printer has been busy making a good impression, consistently producing dozens of high quality canvases in every shift, says Woulfe.

The SureColor S80600 offers the only red ink in the 1.6-metre signage market, accurately reproducing difficult-to-hit spot colours that the competition has trouble achieving.

According to Woulfe (who moved to Tauranga to run the new business), the new SureColor produces the best quality of all of their wide-format printers.

The SureColor S80600 is The Big Picture's first Epson printer in a fleet of 15 wide format devices. However, once his fellow directors see the quality of its output Woulfe expects it's unlikely to be the last.





“We were establishing a new branch in Tauranga, and despite having the backing of the wider company behind us, technically we had no trading history,” said Woulfe. “Because of this, third-party financing would have been difficult to get approved. But as we have a long-standing relationship with Fuji Xerox they were able to support us in this area.”

– Hamish Woulfe, Director
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Easy finance

When The Big Picture decided to invest in a new SureColor S80600, they chose to lease it from Fuji Xerox rather than purchase outright.

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Financing also future proofs The Big Picture because as technology evolves, they can choose to refinance their lease for a later model machine.

A picture of happiness

The Big Picture promises their customers simplicity. They commit to removing the traditional complexity

and hassles common to the industry. And they certainly appreciate it when their suppliers do the same for them.

The fact that Fuji Xerox provides easy upgradable finance, a wide range of print solutions to support growth, and responsive service all make for a very happy Woulfe.

“Fuji Xerox have been really good. They’ve looked after us well - I have no complaints,” he said. “I wouldn’t hesitate to recommend them.”

At a glance

Organisation:	The Big Picture
Industry sector:	Printing
Size:	22 staff
Offices:	Auckland, Wellington and Tauranga
Business requirement:	Wide format printing

Primary Objective:

The recently established Tauranga branch of Big Picture required a wide format printer to output art canvases for Pixelpaint (a company purchased by the Directors in 2015). The print device needed to produce an exceptional quality of print, and the new branch required easy and flexible financing.

Solution:

Fuji Xerox provided The Big Picture with the new industry-leading Epson SureColor S80600. The machine’s high-quality output and reliability supports the consistent production of dozens of high quality canvases in every shift. Fuji Xerox Finance’s lease option negated the burden of capital outlay for the new branch.

Outcomes:

- Future-proofed technology as the machine can be upgraded upon lease renewal
- No need for complex and time-consuming applications for third-party finance
- Full technical support and supply of consumables for minimal operational downtime.

About Fuji Xerox New Zealand

Fuji Xerox delivers market leading document services and print solutions to the New Zealand market place. Our core philosophy is to be 'strong', 'kind' and 'interesting'; a 'strong' company that delivers excellent products and services that satisfy customers, and is able to reward its shareholders continuously; a 'kind' company that contributes to local and global communities with a particular focus around young people; and an 'interesting' company at which employees find their life and work fulfilling. We aim to be a company with a good balance of all three attributes. Visit us at www.fujixerox.co.nz

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