

# Case Study | Kings Plant Barn

Fuji Xerox Supplies  
Wide Format Printer

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– Jon Kirman, Marketing Manager  
Kings Plant Barn



Jon Kirman

## KINGS PLANT BARN AND FUJI XEROX - GROWING A DURABLE AND PROACTIVE RELATIONSHIP

Kings Plant Barn has eight retail garden centres spread across Auckland, all selling a wide range of plants, tools and gifts for the home and garden. Stores have their own experienced gardening advisors, and each runs an onsite café. So, from camellias to compost to coffee, they cater for their customers’ needs.

Opened in 1992, Kings is privately owned and the original three directors are still actively involved in running the business. Their head office is based in Forrest Hill, on Auckland’s North Shore.

Store managers are encouraged to reflect their particular customer demographics by personalising the range of plants they sell. While one store might champion traditional white roses, another puts an emphasis on easy-care, minimal maintenance plants like native grasses and flaxes. This, of course, means that the on-site advertising for each store is unique

## FASTER AND SIMPLER INSTORE SIGNAGE

Dealing with this diversity is not an issue, because staff at the branches personalise a Kings’ branded template and print colourful A4 and A3 pricing signage in-house and on-demand. Using Fuji Xerox printers, the signs are output on Xerox NeverTear, a highly developed, printable media made of bright-white, tear-resistant polyester. Being sun-fade and rain resistant, NeverTear is ideal for Kings, not only lasting up to nine months indoors, but in the outdoor all-weather nursery areas as well.

However, while their signage looks great now, it wasn’t always as simple and fast to achieve a professional look.

Jon Kirman is Kings Plant Barn’s marketing manager, and has been with the company for the last 12 years. “We’ve worked with Fuji Xerox for many years, but it was about four years ago that they introduced us to NeverTear. It has really made a massive difference to our operation”, he says. “Before that, we printed

everything here, at head office. Even if a store just needed a single sign, they had to send through a request form, and someone here had to create and print out the sign, laminate it so it would be protected from the rain, and then physically post it back to the store. Just one price sign could take up to a week to turn around. Now, of course, our stores can do it for themselves, and instantly.” And as NeverTear doesn’t need to be laminated to be durable, Kings save time and money.

“Setting up the stores to output their own A4-A3 signage not only sped up the whole process,” says Jon, “but also meant we no longer needed a full-time employee at head office dedicated to producing signs. Localising the signage process by store reduced our staffing costs and simultaneously improved the quality of our signage.”





Xerox NeverTear, sun, rain and tear proof stock requiring no finishing.

## A SEAMLESS PROCESS

When Kings decided to work with Fuji Xerox to streamline the signage printing process, they started with just one print device at head office. Staff put the device and its NeverTear media through its paces, with rigorous inhouse testing to make sure they were up to the job.

“We ironed out any issues at head office before the stores actually got hold of the printers. Fuji Xerox adjusted some of the settings so that NeverTear would always print perfectly and the stores would have minimal downtime. The devices were all identically preconfigured by Fuji Xerox before they delivered them to the stores. By the time we did the store-wide roll out the process was working seamlessly and the print output was 100% consistent,” says Jon. “Everything worked beautifully from day one.”

“We’ve got a very efficient printing system now,” says Jon. “The printers work really well, and even send automated alerts to Fuji Xerox when they run low on toner. This has made such a difference.”

## THE BIG PICTURE

King’s head office also invested in a Mutoh 1324 wide-format device from Fuji Xerox. The marketing team use the printer to print short-term promotional banners and A1+ posters using solvent inks and Stayflat Banner 1.3-metre-wide synthetic media on a continuous roll. Although these signs are generally only used for a few weeks, they can last 4-6 months without any significant degradation of quality.

“Before getting the wide-format printer,” says Jon, “if we had to create an A1 poster we would print four A3 sheets, stick them together and then laminate. It was incredibly time-consuming, and didn’t look good either!”

As well as stepping up their large format print standards, Jon says sourcing the wide-format device, ink and media from Fuji Xerox at a competitive price is noticeably more efficient. “When we compare the cost of outsourcing our wide format printing we’ve definitely been able to reduce our printing expenses,” he says.

## A FRUITFUL PARTNERSHIP

Jon says Fuji Xerox is a proactive partner and he appreciates the strength of the relationship.

“When I mentioned that we go through a lot of double-sided tape in applying our signs to the corflute backing boards, they sourced the tape for us at a better price than we’ve been charged by our office products supplier. That was impressive. And they recently brought a wide-format specialist out to meet us to see if there are any other media options that could be useful to us. They are always thinking about what they can do to make things better.”

<http://www.fujixerox.co.nz>





Mutoh 1324 Wide-Format Device



Jon Kirman checking signs with a colleague.

## AT A GLANCE

### Organisation:

Kings Plant Barn

### Industry sector:

Retail Garden Centre

### Business requirement:

- In-store, weather-resistant signage
- Large format printing

### Primary objective:

Decentralise signage printing function to improve turnaround time, and improve quality and longevity of output. Handle the printing of short-term large format printing in-house.

### Solution:

- Instore Fuji Xerox colour print devices for instore print on demand
- Devices tested and preconfigured before delivery
- Xerox NeverTear, sun, rain and tear proof stock requiring no finishing
- Mutoh 1324 wide-format device
- Stayflat Banner 1.3-metre-wide synthetic media on a continuous roll

### Outcomes:

- Signage turnaround time reduced from five days to minutes
- No laminating process required
- Longer lasting signage
- Consistent print output and optimised device performance at all stores
- Professional large format output
- Reduced large format print outsourcing costs
- Eliminated need for full time employee managing head office print process

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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.

For more information about our Supplies and Wide Format Printing technologies, visit us at <https://www.fujixerox.co.nz/en/Products>

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