



one CASE STUDY

QUALITY BRANDS OF OMAHA RESPONDS TO THE MARKET WITH THE TRUE QUALITY COLOR OF A BIZHUB!

THE NEED

Quality Brands of Omaha advertises in a highly competitive market with consumers who make quick buying decisions based on brand awareness. Their message requires a bold and colorful display to attract attention over areas that may be already crowded with good advertisements. Brand awareness coupled with regular new product releases provides an additional challenge with constantly changing materials. Quality color and fast output is a must in getting noticed and achieving market recognition!

THE SITUATION

While much of the material they offer their customers is printed on large format equipment, many of their marketing deliverables are printed on standard office use paper sizes. Quality Brands of Omaha prints their product posters and sell sheets consistently from an HP printer. Like other companies, they were unaware that the color it was producing was very costly! The fact is, their current printing strategy was costing them over \$.25 per page. The marketing department was over taxing the HP printer that wasn't up to the task of the job at hand.

PRINT ONE

SolutionOne performed an analysis on the HP printer in the office in order for the CFO to better understand the total economic impact of the current system. The results were staggering!

THE SOLUTION

By replacing their currently networked Konica Minolta black and white products with a color capable bizhub, the customer increased the quality of their prints, improved printer productivity by over 300%, while decreasing their monthly spend on HP toner cartridges significantly. Bottom Line: We did all this and Quality Brands of Omaha will save more than \$40,000 over the next 5 years! We're proud to help Quality Brands of Omaha get noticed!



ABOUT Quality Brands of Omaha

Anheuser-Busch Wholesalers, together with 12 breweries and a vast network of shippers, provide the most extensive and effective beer distribution system in the brewing industry. Refrigerated warehouses and computer-based inventory systems make sure Quality Brands of Omaha retailers and customers get the freshest, highest-quality beer available anywhere.

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