

Case Study

LP 3335 b/w-laser printer
 CD1440 4-in-1 b/w-multifunctional system
 CDC 1726 colour-multifunctional system



Tradition and modernity: Furniture specialist WEKO relies on printers and multifunctional systems from UTAX



"The collaboration with UTAX was extremely pleasing. All promises were adhered to perfectly and the delivery came off speedily and trouble-free. Otherwise the project would have been impossible for us to bear at that time."

Bernhard Zeindl, Managing Director of Werner Kopfermann GmbH & Co. KG Bürotechnik

The challenge: Consolidation of the total printer fleet at various sites

The WEKO group of companies, UTAX, the specialist for printing and copying, and the paper output professional Werner Kopfermann GmbH & Co. KG Bürotechnik from Passau have something in common: All three businesses are over 50 years old and combine not only tradition with long-term expertise, but also high values when dealing with business partners and customers through innovation, modernity and flexible adaptation of the services to the respective demands. The three businesses have collectively created and implemented a new concept at the EKO group for the output management; a project constituting challenges for all parties involved. The result of the trusting and fair collaboration is a tough, perfectly adapted output management and an efficient administration of the devices through fleet management.

WEKO is represented at five sights in Bavaria with furniture, kitchen and other retail chains and employs around 1,000 workers in sales, customer consultation, logistics, storage, installation administration and business management. The expense for printing and copying rose over the recent years with a growing business and the expansion to new sites. The maintenance of devices was all the more costly for the responsible controllers, the more branches and markets were opened. The daily work of the customer advisors alone

At a glance

- Standardisation of the printer landscapes at five different sites
- Savings with printing and copying through a streamlined output management
- Efficient and forward-looking maintenance thanks to fleet management
- Uniform drivers, menus and accessories simplify the administration
- All models from one source; despite different printing and copying demands
- Comprehensive support of the specialist through the UTAX logistics centre enables extremely fast implementation



generates a constantly increasing output- be it with regard to the computer-supported conception of a customer's individual kitchen, for which a colour 3D layout is created accurate to the millimetre, the administration of the commissions, orders and finance purchases, logistical planning, storage administration and facility management, purchasing, the administration of suppliers and partners, or the processing of employee data. 90 printing and copying systems are installed in the furniture shop in Pfarrkirchen alone, with 120,000 products over an area of 68,000 square metres.

With the growth, a colourful conglomeration of devices of different ages and capacities also came about. Already in 2009, a renewal of the systems was decided on and in this context, a stocktaking and analysis were carried out. In Autumn 2010, after the testing of five concepts, the WEKO group decided on the collaboration with the Passau-based company Werner Kopfermann GmbH & Co. KG Bürotechnik, which had developed a consistent solution concept on the basis of UTAX printers and multifunctional devices.

The concept: Exact requirements analysis, selection of devices with the same equipment, forward-looking maintenance through fleet management

Altogether, around 220 new UTAX printing and multifunctional devices were installed at the five WEKO sites after a renewed requirements analysis. These include network-capable UTAX black and white laser printers LP 3335, which are able to deal with the extensive printing orders at a fast pace, due to 35 DIN A4 pages per minute as well as the comfortable and compact 4-in-1 black and white multifunctional system CD 1440 to the digital colour multifunctional system CDC 1726, with which every type of office document convinces with high colour quality.

A particular challenge was that of the customer desired monitoring: It should ensure that for example, toner was



About WEKO

Founded in 1948 as a joiner's workshop, WEKO is now represented at five sights in Bavaria with furniture, kitchen and other retail chains and is one of the largest suppliers in this field. The WEKO group of companies exists as WEKO Wohnen GmbH in Pfarrkirchen and the WEKO Wohnen Rosenheim GmbH & Co. KG, the Schleuder-Maxx Sonderposten-Markt GmbHs in Rosenheim and Linden as well as WEKO-Küchenfachmarkt GmbH & Co. KG in Eching. Around 1,000 workers are employed in Purchasing and Customer Consultation, Logistics, Installation, Administration and Business Management. In 1963, the name WEKO was formed from the family name of the founding family **WE**ber and the then main site of **KO**hlstorf





reordered and delivered on time, before unavailable resources lead to downtimes. This could be solved by a comprehensive fleet management: When a device reaches a certain toner level, an e-mail is automatically sent to the Kopfermann company, who can execute the order immediately and send it to the correct address. In addition, in case of connected devices within a site the fleet management software decides, which printer of the fleet will print a file and thereby ensures an efficient output management.

The biggest task during the implementation, exists however, in the tight project period: Within the shortest possible time, all devices in the five branches of the WEKO group should have been replaced and installed in March 2011. This was realised thanks to the uncomplicated and unbureaucratic collaboration with UTAX and its 100% concentration of the specialist trade, which is supported comprehensively by UTAX during projects. Kopfermann was therefore able to trust the UTAX logistics centre in Norderstedt in Hamburg with the WEKO group project, to guarantee a quick delivery within 24 hours and to spare the traders expensive storage and shipping costs.

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Models



LP 3335



CD 1440



CDC 1726



The result: Fast implementation and long-term investment protection

Within just one week, all new UTAX devices had arrived at the WEKO branches, were fully implemented and the WEKO employees instructed. Since all the UTAX printers and multifunctional systems work with identical drivers, menus and accessories such as toner, the administration and the use of the devices was very convenient, the required time for the installation and training of the WEKO employees could be kept low and the fleet management simplified. Consequently, the systems are applicable for the WEKO group in the long term and offer comprehensive investment protection, thanks to the newest technologies and functions.

About UTAX:

The UTAX GmbH with its base in Norderstedt near Hamburg has specialised in the sales of high-quality printer and copier systems. The extensive product portfolio comprises of hard and software, such as copier, printer and multifunctional systems (MFP) for the office workplace up to large surface systems for professional applications. Customised concepts as well as integrated consultation for efficient document management in businesses are provided with the UTAX Document Consulting concept. In Germany, the brand UTAX is distributed across a net of over 200 authorised distributors. The business operates internationally in over 40 countries of the EMEA region. Approximately 130 employees are working for UTAX, and the business is an affiliated company of TA Triumph-Adler GmbH.

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KOPFERMANN
BÜROLÖSUNGEN

About the Werner Kopfermann GmbH & Co. KG Office Technologies

Kopfermann has existed since 1939 and distinguishes itself through future orientated and far-sighted business politics. The business has been a UTAX distributor for five years and operates in the field of office technology with analogue and digital copier, printer and fax systems, plotters, and also systems for time-tracking and access control. A 7-day technical service offers a genuine added value to commercial enterprises like the WEKO group, who also operate at weekends. In addition, the traditional business offers comprehensive solution concepts in the field of document management. From structured storage to electronic archiving, Kopfermann provides its customers with advice and support.