

ACCELERATING PROMOTIONAL ACTIVITIES WITH IN-HOUSE PRINTING

Company name: H Hotel
 Industry: Hospitality
 Services: Tailored hospitality services



Objective

- To create materials with high quality and low cost

Approach

- To install MFP and finisher with high color quality and automated production of booklets
- Authentication features to avoid unwanted printings

Benefit and Results

- Achieved attractive material production with short lead-time internally
- Cost control can be made by authentication solution

Challenges

- Improving quality of printing for promotional materials
- Workload of booklets production manually

Solutions

- Apeos C5570

ABOUT H HOTEL

H Hotel is providing its service and hospitality at a hotel in Japan. The company has been dedicating a ton of effort to satisfy customers and increase regular customers.

In the highly competitive hospitality industry, H Hotel considered the strategy to differentiate its value proposition. FUJIFILM Business Innovation had an interview with employees from Accounting and IT division to hear its current business challenges and support to solve them.

EFFECTIVE PROMOTIONAL MATERIAL WITH HIGH QUALITY IS REQUIRED

H Hotel faced difficulty creating its own promotional materials to show customers how attractive its services are. The company has been producing its campaign collaterals such as invitation letters and seasonal menus. However, it was not satisfied with print quality of output. The company also struggled with the workload of post-process. After printing out, staffs needed to fold and staple paper to make booklets by hand.

They were looking for any solution to easily create promotional materials with high color quality and minimum manpower.

RICH COLOR EXPRESSION AND COST EFFICIENCY WERE MADE BY FUJIFILM BUSINESS INNOVATION MFP AND FINISHER

FUJIFILM Business Innovation recommended Apeos C5570 to print the materials out. This device has high printing resolution (1200 x 2400 dpi) with LED printhead and Super EA-Eco toner, since expression of color and fine line can be improved to make them more vibrant and eye-catching. Addition to color expression, FUJIFILM Business Innovation proposed to utilize a finisher as the option. By assembling this optional unit, Apeos has higher processing capabilities to create booklets with holding and

staple/saddle staple by itself. H Hotel could freshen up its collaterals to give customers with short turnaround time.

FUJIFILM BUSINESS INNOVATION CAN FIND CUSTOMER'S POTENTIAL CHALLENGES AND GIVE SOLUTIONS

While proposing for improving color quality and minimizing workload, FUJIFILM Business Innovation recommended the authentication solution as it might be an advantage of H Hotel to enhance the cost control at the same time. This solution enables a print job to restore and prevent unnecessary printing to select exactly what they want to print at the device and eliminate the print job which is unwanted printing. To have an interview with customers to understand how users utilize MFPs in daily work, FUJIFILM Business Innovation assumed that cost control is also the key for H Hotel.

This solution addressed the customer's potential needs and H Hotel decided to switch MFPs based on the proposal of FUJIFILM Business Innovation.

FUJIFILM BUSINESS INNOVATION AIMS TO BE THE BEST BUSINESS PARTNER FOR YOU

FUJIFILM Business Innovation tries to find not only superficial errors but also profound issues to maximize the business performance of customers. FUJIFILM Business Innovation does not stop thinking what the most valuable solution is for each customer to become the best business partner.