



KONICA MINOLTA

SUCCESS STORY INLINE FINISHING SKYSAT TECHNOLOGIES LTD., NIGERIA

Offering a wide variety of finishing options in one print run significantly increases profits and cuts production time

Skysat Technologies is a Nigerian based company that operates a chain of quick printing shops throughout the country. Just five years ago the first “Copy Shop” was opened in Lagos, offering a wide variety of digital print services, including brochures, business cards, reports, mailings and presentations. As the business grew, more shops were opened, and new print services were added, including photo products and even producing some magazines and books on demand.



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▀ The challenge

Initially, the finishing of all the printed documents was outsourced. However, it became clear that this caused a hit on the print job profit margins, seriously increased production and delivery times and also led to logistic problems. Experiments with several types of stand-alone finishing equipment showed some improvements. But this still proved to be time consuming and difficult to service.

▀ The solution

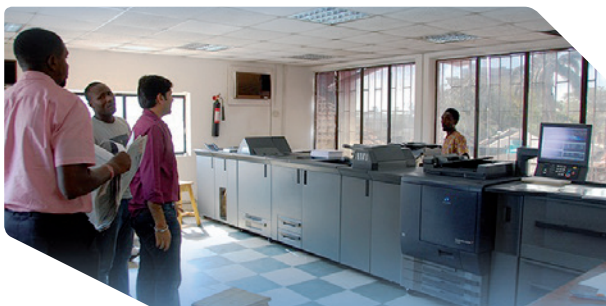
During this time, Skysat spoke to Konica Minolta and learned about the inline finishing options that were available on the Bizhub presses, where the finishing device is connected directly to the press. Tests proved successful and the decision was taken to install a colour press with one of the most versatile inline finishing unit connected to it.

▀ The result

“This solution took away all our headaches” says Izzat Debs, Managing Director of Skysat. “It is an ‘all-in-one’ solution that saves us a lot of time and eliminates the logistic hassle. Sometimes a customer can simply wait for the job to be done. On top of that, it allowed us to maximize our profit margins on each job, because we can charge for each finishing requirement separately even though we can produce automatically in the same print run.” Mr. Debs concludes “Even in a country like Nigeria, where labour is cheap, we have seen that inline finishing is the quickest and most cost-effective solution compared to using offline devices.”

▀ Future outlook

“The inline finishing solution has been instrumental to the growth of the SkySat chain of quick printers” continues Debs. “The growth of our business has allowed us to expand. We are now operating four different shops and plan to open three new shops by the end of this year. Without the inline finishing options, we would not have been able to offer such a wide variety of digital quick print services!”



Izzat Debs, Managing Director of Skysat

▀ Case details

Customer	Skysat Technologies NIG. LTD.
Business opportunity area	Inline finishing
Location	Lagos, Nigeria
Author	Konica Minolta Business Solutions Europe GmbH
Date	November 2012

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