

CSL kick the opposition into touch



NOTTINGHAM
RUGBY



When Alick Birkin returned to Nottingham from Rugby school at the age of 16 in 1877, he gathered some friends around him to form a rugby team. This is generally regarded as the date that the football club was formed. Throughout the first 75 years of its use, the ground at Beeston was noted as the 'mud heap' as it was part of the flood meadow of the nearby River Trent. Nowadays the club is moving from strength to strength and are firmly setting their sights on promotion this year. The club now use Meadow Lane, home of Notts County Football Club, for their home fixtures.



CSL was approached to look at the way Nottingham Rugby handled its network printing capability and to recommend a more cost effective solution. Their organisation they required excellent colour quality to use within their marketing department.

As part of the presentation CSL detailed its commitment to service support and experience with the print solutions business. Our pre-sales support team evaluated Nottingham Rugby's requirements and current print strategy. Our pre-sales approach, concentrated on understanding the customers needs and requirements and at this stage would start to put together a solution which works within their organisation. We also have to make sure that there is a seamless transition when the new equipment is installed.

After our final presentation it was a great pleasure to accept the order to implement colour digital solution for Nottingham Rugby.



bizhub

"Our new colour solution has made a huge difference to our office's ability to produce memos, flyers, posters and other marketing materials."

Robert Harding
Commercial Manager

Overview

Challenge

- To implement cost effective full colour but to maintain very high print quality.

Solution

- CSL recommended Konica Minolta full colour copier MFP devices.
- Tailor the machine configuration so they could achieve all their marketing requirements.

Benefits

- CSL save Nottingham Rugby money on every page printed.
- All of the customers key objectives were met.
- A seamless transition from one product to another was achieved.