

## Per Una choose CSL as key supplier



Per Una is a brand of women's apparel sold by Marks and Spencer. Per Una was introduced in September 2001 as result of a joint venture between M&S and the designer George Davies, the founder of Next PLC. Per Una has played an instrumental role in M&S's continued revival. Per Una now account for 25% of M&S's womenswear sales and sees annual sales of around £500m. It has brought much needed younger shoppers to the retailer.

*"Buying these Konica Minolta colour devices from CSL is probably the best decision I made last year. I am currently saving £3,000 per month now that I am not buying printer cartridges."*

**Jon Lester**  
Operations Director

Due to continued expansion, Chris Markham from Per Una was mindful that their colour network copying and printing needed to be increased, but his traditional colour printers were costly to run and were constantly breaking down.

CSL was asked to carry out a full print solution audit and present its findings accordingly.

The CSL presentation included installing the new Konica Minolta bizhub range of colour and mono multifunctional devices.

Each machine would sit on the network and provide full colour graphics output at a substantial saving, compared to their existing laser and inkjet printers. All of their machines would be capable of copying, scanning, printing and much more.



As part of the presentation, CSL detailed its commitment to service support. Their pre-sales support team would clearly evaluate their network strategy and incorporate a smooth transition of any new products installed. Their after-sales team guarantee a 4 hour response to any service call placed within the service centre.

Having studied all the tender details and costings, Per Una finally chose the proposal from CSL and they have successfully installed all the colour machines across several locations.

### Overview

#### Challenge

- Per Una needed to increase its colour output over several locations but needed to reduce the amount of high cost printers.
- Whilst quality of print was very important, Per Una needed to show a significant saving on colour print & copy expenditure.
- Fast service support was required as downtime of printers had caused operational problems in the past.

#### Solution

- CSL installed Konica Minolta network colour devices across all its locations.
- CSL also provided a full service contract support package, which guaranteed technical staff on site within 4 hours from placing a call.

#### Benefits

- Per Una achieved instant cost savings on all network prints.
- All machines had a common operating platform for ease of use.
- Downtime was kept to a minimum, and when required the service response time was very impressive.