

Lands' End Direct Merchants make a well tailored decision

Lands' End Direct Merchants is an international mail order company selling casual and tailored clothing, footwear and accessories through monthly catalogues, the internet and clearance outlet stores. Established in Chicago in 1963, the company operates from headquarters in Wisconsin together with a European distribution centre in Oakham, and serves millions of customers throughout the world.



'We have been very impressed with both the standard of equipment and the level of service provided by CSL and would not hesitate to recommend them as a supplier'

Simon Sharp
Lands' End

All of Lands' End orders are handled by their state of the art distribution centre in Oakham. They have a policy of processing each order within 24 hours of its receipt and then ship throughout Europe.

Historically, all the picking slips, delivery notes and shipping labels were produced on dedicated Xerox standalone printers. In 2006, after performing stringent product evaluation on a range of machines, Lands' End chose Konica Minolta as the preferred manufacturer and CSL as the preferred supplier.

The machines chosen were two of Konica Minolta's bizhub 1050 print production

machines. These 105 print per minute were the only machines capable of handling the paper stock that Lands' End use.

Since their installation, the machines have produced well over 6 million prints and have performed extremely reliably.



Overview

Challenge

- To find very fast, high volume digital printers which could take a variety of print media.
- The downtime of the machine must be kept to a minimum and response time for maintenance must be within 4 hours as the machines are used on a 24/7 basis.

Solution

- CSL installed 2 print production digital copier/printers.

Benefits

- Lands' End now produce very high volume print runs of variable data on different types of media
- The downtime has been considerably decreased.
- A stock of basic parts are stored on site and key operators are trained to replace certain consumable items.