

Fiba Retail trusts Fiery® for its in-store printing needs

Fiba Retail is part of the Fiba Holding Group, which operates in a wide range of sectors and manages 82 stores under different brands. The company was searching for a solution for the in-store printing of visual materials to be used in its GAP, Marks & Spencer and other top-name stores. Fiba Retail chose EFI's Fiery® IC-416 server technology, provided by Konica Minolta® dealer Gama Office Automation Systems, for in-store printing of price tags, sales campaign information and other visual materials in all of its 82 stores.

Hakan Yılmaz, who managed the project for Fiba Retail, described the investment saying, "We needed a competitively priced solution, but because of the brands' colours we also needed a solution that offered high colour quality. In addition to our basic requirement of low investment and printing costs combined with high print quality, it also needed to be easy to use for in-store operators who didn't have a lot of printing experience."

200,000 print runs a year for 82 stores

"Fiba Retail has 82 stores under 4 different brands. The main reason for launching this operation was the need to communicate the latest offers and promotions to our customers in a timely manner," Hakan Yılmaz also notes.

"All print data content received from abroad includes the colours and fonts that match the corporate identity," he says. "Generally, in line with Fiba Retail's requirements, colour matching is critical, including for custom PANTONE® colours. Therefore accurate printing was our top priority." Fiba Retail predicted that its print operation would require 200,000 print runs per year, in a wide range of unique and customer formats, as well as A3 and A5-sized prints.



Challenge:

Replacing costly, multi-vendor, print collateral purchasing and fulfilment methods with centralised, economical and high-quality, on-demand, colour printing.



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The Fiba Group, a respected and well-known player in national and international markets, was founded in 1987 by Mr Hüsnü M. Özyeğin. The Group controls an investment portfolio of high-value brand names in both financial and non-financial sectors.

The Fiba Group's investments in the financial services industry are in Banking, Leasing, Factoring, Insurance and NPL Finance. Its non-financial investments are in Retail, Real Estate, Renewable Energy, and Hotel-Ownership.

Fundamental values of The Fiba Group – Service Excellence; Leadership and Empowerment; Community; Efficiency and Dynamism; Respect and Teamwork; and Accountability – shape the roadmap of the Group's future growth.

Fiba Retail, a division of The Fiba Group, owns the franchising rights for Marks & Spencer, The Gap and Banana Republic in Turkey, Ukraine and Russia.

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An example of an in-store sign printed by the Fieri IC-416 server driving a Konica Minolta bizhub C308 printer.

Less time loss and reduced costs

Yılmaz Tuna, General Manager of Konica Minolta's business partner Gama Office Automation Systems, says of the project: "When talking to Fiba Retail, we asked them to describe their printing needs and business processes. We learned that they obtained the inserts, brochures and materials for their in-store offers from various copy centres in Istanbul, stored them in their office, and then distributed them to their stores around the country via cargo. This system was causing a serious waste of time and unnecessary expense to our customer. We recommended our Konica Minolta bizhub C308 model equipped with the EFI Fieri IC-416 Server with SmartRIP technology. The bizhub C308 is an office machine that prints up to 30 pages of black and white or colour per minute. With the Fieri solution we can provide the exact required corporate colours to our customers."

Rapid and interactive printing at the click of a button

The Fieri IC-416 server is a powerful digital front end that facilitates the production of professionally finished documents without the need for highly experienced staff. Large and complex documents can be processed quickly with Fieri SmartRIP technology, which improves productivity by RIPping the queued jobs in the most efficient way. Brochures, sales guides, manuals and much more can be created using Fieri VUE, a free 3D visual print application. The Fieri IC-416 Server, which has an interactive and intuitive interface that produces

Solution:

"Colour matching is critical, including for custom PANTONE colours. Therefore, accurate colour printing was our top priority and why we chose EFI Fieri servers."

HAKAN YILMAZ, FIBA RETAIL

professional materials with just a few clicks, uses Fiery Spot-On™ to ensure consistent reproduction of brand identities with every print, incorporating and matching PANTONE and custom spot colours.

Accurate printing with a user-friendly system

When assessing the decision to invest in a Fiery server, Fiba Retail's Hakan Yilmaz emphasises that it brought a lot of convenience to the process.

"While making our decision, we compared versions of printed output obtained from abroad both with and without Fiery colour processing.. We saw that the Fiery server provided us with colours that matched brand corporate identity, and we were impressed with their service-based approach," he says.

"Both for budgetary reasons and because it met our global brand standards, we decided to invest in Fiery servers," Hakan Yilmaz continues. "The greatest advantage that Fiery technology offered was providing us with output that accurately reflected the input data, along with its user-friendliness. Being able to print visuals in precisely the way we want to and to display new offers and promotions in-store on the spot has allowed us to achieve savings of both time and money. Plus, by creating new solution processes in the way we do business, we achieve more efficient results."

Constantly improving print quality

Gama Office Automation Systems' Yilmaz Tuna sums up his insights regarding the Fiba Retail project as follows: "With this investment, each Fiba Retail store can produce their own marketing documents directly from in-store equipment under the control of the print supervisor. Furthermore, the control panel was customised, allowing users to simply choose their paper size and print at the click of a button. We are proud to work with a company that is so focused on efficiency and quality."

Adds Konica Minolta Sales and Marketing Manager Orhan Doğan: "With our solutions partner EFI, Konica Minolta is able to offer superior colour quality in our office solutions. We are happy to serve the Turkish market together with EFI, both directly and through our local reseller."



Result:

"Being able to print visuals in precisely the way we want to and to display new offers and promotions in-store on the spot has allowed us to achieve savings of both time and money."

HAKAN YILMAZ, FIBA RETAIL

EFI fuels success.

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