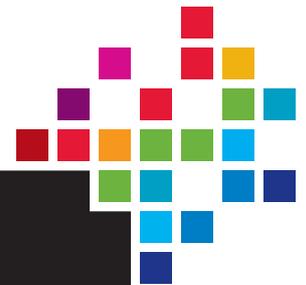




KONICA MINOLTA



## Konica Minolta comes to the aid of PARASOL



**PARASOL was created on one simple premise; to provide high-quality, flexible first aid and Occupational Health and Safety training solutions for major corporate and government organisations in Australia. Since its humble beginning in 1996, PARASOL has grown into a leader in the field of first aid training. PARASOL's clients include Good Start, Mitsubishi, Pacific National and Best & Less.**

Owner, Peter McKie built the company from scratch, initially running the business out of his garage in Monash, ACT. One of the early challenges as PARASOL quickly expanded was producing a large quantity of pamphlets, brochures and information booklets to be used by the staff, as well as clients. "We owned Hewlett-Packard office printers and scanners which could not keep up with our increasing workload," explains Peter.

"I researched all the major print companies looking for solutions, and was drawn to Konica Minolta because of their quality printers and personable service."

Peter initially purchased the bizhub C500, but as the business continued to grow so did the amount of printing products needed. Fourteen years on PARASOL has a bizhub C252 in each state office, as well as a bizhub C353, bizhub C550 and bizhub PRO C6501 at the company headquarters in ACT.

Peter's latest purchase, the bizhub PRO C6501, has not only enhanced the quality of the company's printing outputs, but also lowered costs: "When we upgraded to

the bizhub PRO C6501 we had the ability to print large orders in-house. Previously we'd have to outsource the work, but with our Konica Minolta machine we can now process the work in-house and thus lower costs.

*"The reliability, colour and cost per copy were major factors in purchasing the Konica Minolta range. Recently we produced an internal driving booklet with an A5 folder that was a very heavy colour and completely saddle stitched. The end result was fantastic."*

The fourteen year partnership means a lot to Peter, who praises Konica Minolta's dedication to service and their strong customer relationships: "The service is reliable and you do not feel like just another number. Konica Minolta provides you with the attention that you wouldn't receive from other print companies.

"An example of this was in 2006, when I was looking to purchase a bizhub C500 but could not fit the printer in my working area. Our client manager, Brent Carlisle took it upon himself to organise a building extension to the room so that we could fit the machine in. I was completely blown away by the extra effort Konica Minolta went to," Peter concludes.