

User report

Easy Signs, Ingleburn NSW, Australia

Totally digital, with a human touch. Australia's largest online digital print provider processes vast volumes. Orders are produced individually - most within 24 hours - and accompanied by excellent customer service. Since integrating two Nyala 2 flatbed printers, the company's UV printing operation has grown by 600 percent over three years.



Digital print service provider Easy Signs operates like a beehive: a 2,300 square metre print shop with 44 staff and assorted machinery, working two daily shifts or around the clock if necessary. With orders literally pouring in through the online portal, the goal is to have them ready for shipping within the shortest time possible. The company delivers all over Australia.

Large formats and signage

The order volume is as giant as the country. In UV printing alone, Easy Signs is on track to produce 330,000 m² this year using swissQprint machines - which works out at well over 1,000 m² per working day. This figure takes in the lion's share of rigid media, yet it is only the tip of the iceberg. If a product is capable of being offered through the company's website, manufactured by standardised processes, and shipped by courier, Easy Sign delivers. Best sellers include corrugated plastic advertising signs, vinyl banners, teardrop and bow banner flags, pull up banners, metal and acrylic signs.

Customer Happiness Team

To handle this kind of volume, everything has to be thought out to the last detail, organised and made as automated as possible, as is the case at Easy Signs. But if you thought that meant an impersonal and regimented operation, you'd be wrong. Yes, the website is very user friendly and provides full transparency. But customers still have questions, want to discuss things or get advice.

This is where the 14-strong 'Customer Happiness Team' comes in. Their task is to get back to the customer inside 60 minutes with an individual response. From seven in the morning until seven at night, the team is working the phones, writing e-mails and typing away in online chat sessions. Five graphic designers are on hand to support customers with design questions and data preparation. An independent rating shows that the team indeed makes customers happy: 9.7 out of 10 points from a cohort of 1700 customer reviews represents an excellent

testimonial. The two directors, Andy Fryer and Adam Parnell, feel satisfied: "They say it is impossible to get price, quality and service all at once. We say it most definitely is possible."

Growth at all levels

Easy Signs has been growing ever since the business took a new turn in 2012. It was a traditional print services provider with sales and assembly teams before transitioning to a fully online business model. Production capacity has continuously increased thanks to targeted expansion and renewal of machinery. UV printing volume has grown by 600 percent since 2014, while the workforce had tripled by 2017.

2014 was when Easy Signs replaced two Teckwin UV printers with a Nyala 2 flatbed printer. It was joined by a companion 4x4 version in January 2017. Thanks to a special print head configuration, this model delivers high print density, vibrant colours and the finest detail, together with short production times. "This print quality is another factor that differentiates us from the competition, even at high throughput," reports Adam. "The swissQprint machines triggered a chain reaction," adds Andy. High printing speed has reduced order-



Customer Happiness is an actual department.

related personnel expenses, and this coupled with lower ink costs means that Easy Signs can offer keener prices in a price-sensitive market. In addition, printing reliability has brought a fall in rejects and complaints, together with the resulting reprints and re-deliveries. "All told, our competitiveness has clearly increased," Adam sums up. "Our turnover too," adds a grinning Andy, "every month we celebrate a new record."

Reliability contributes to success

"When you claim 24-hour production time, that's a promise you must stick to," says Adam, "otherwise you won't prevail." But speed alone is not enough. Process reliability and, ultimately, dependability versus the customer are just as crucial. "We can totally rely on our two Nyalas," Andy points out. And should there be trouble, then they can count 100 percent on technical service from Pozitive, the partner whose representation portfolio includes swissQprint. "We have a trustful relationship going back more than ten years," says Andy. With swissQprint too, he senses that it is not about making a quick sale, but rather developing together.



Two swissQprint large format printers triggered a positive chain reaction.

Reinvestment boomerangs

Easy Signs itself is in a permanent development cycle. The company reinvests profits in order to further improve existing services and launch new ones. This reflects constant flux in the marketplace, which Adam and Andy observe closely: they are out to spot opportunities and orient the company accordingly. Personalisation is one trend that they are definitely taking up. After all, it looks like a natural thing for

digital printing. In private interior decoration, the team is getting into solutions for custom-printed wall coverings. And that is far from the only project under way. Easy Signs is evidently adroit at reading signs of the times and adept at keeping customers happy and on board. And so the beehive can continue humming. The existing floor space can cope with a further doubling of business. "We'll see what happens after that," laugh Andy and Adam.



Adam Parnell: Reliability is crucial.



Andy Fryer: Price, quality and service as well.

Info Box
 Easy Signs, Ingleburn NSW, Australia
www.easysigns.com.au
 Segment: digital printing
 Established: 2006
 Employees: 44
 Printer: Nyala 2 / Nyala 2 4x4
 References: signage companies, resellers (e.g. print brokers), end users including fast food chains and many others