



KONICA MINOLTA



CASE STUDY

TURNER & PORTER FUNERAL DIRECTORS LIMITED EXCEEDS CLIENT EXPECTATIONS WITH IQ-501

Established in 1874, Turner & Porter Funeral Directors Limited celebrates 145 years of business in 2019. With four locations across the GTA, they service an extensive range of faiths, cultures, and traditions. Their staff are available 24 hours a day, 7 days a week, 365 days a year.

Commitment to high quality service is at the core of Turner & Porter's operations. They believe that the difference is in the details when it comes to serving their customers. If any client is not completely satisfied with a component of the service they receive, they will not be charged for that service. This philosophy extends to all aspects of the business, driving them to design and provide professional, high quality customer and marketing materials.

CHALLENGE: Throughout its 145-year history, Turner & Porter has continually explored new ways to meet the needs of families. Today's clients expect higher quality, faster turnaround times, and greater flexibility. The only feasible way for Turner & Porter to meet these timelines without incurring significant rush costs was to take on more printing responsibilities in-house. However, they felt they didn't have the expertise, experience, or capabilities necessary to accomplish this.

SOLUTION: The technology offered by the IQ-501 was the answer. It would provide Turner & Porter with the freedom to efficiently address and meet the needs of their customers.

The addition of IQ-501 would require manipulation of their facilities given the limited space of the printshop. Turner & Porter saw such value in having the production device with the IQ-501 capabilities that they remodeled by moving around offices and desks and reinforcing the flooring in the room where the machine would go given the age of the building.



The authenticity of a loved one can be better represented with the high-quality printing we get from the AccurioPress with IQ-501.

– William Nixon, Manager of Operations,
Turner & Porter Funeral Directors Ltd.

RESULTS: Turner & Porter is thrilled with the capabilities of the AccurioPress with IQ-501. It has "delivered far beyond what we were expecting, allowing us to step up our game in terms of the quality of our output." Richard Whittingstall, Graphic Designer.

Giving Shape to Ideas

PRODUCT HIGHLIGHTS:

The new IQ-501 Intelligent Quality Optimizer takes colour consistency and registration accuracy to the next level. Its benefits include:

- **AUTOMATION:**
Control density, tone, colour, and registration values with the push of a button reducing operator time and wasted output.
- **EXCELLENT QUALITY:**
Produce precisely registered, calibrated and profiled colour prints every time. Minimize labour costs without compromising the print quality your customers demand.
- **REAL-TIME ADJUSTMENT:**
Continuous monitoring and closed-loop, automated process controls ensure that every print is checked, and on-the-fly adjustments are made to ensure only the highest-quality colour and registration results.
- **ACCURIOPRO CLOUD EYE FLEET CONNECTIVITY:**
Consistent registration, calibration, and profiling among a fleet of IQ-501 equipped presses.



Benefits of the AccurioPress with IQ-501 solution for Turner & Porter includes:

- Ability to better support families with delivery of customized materials within 48 hours;
- Provide more personalized printing;
- Achieve 30% cost savings by streamlining printing process;
- Eliminate waste and the need for reprints;
- Provide a more professional look to customer materials with full bleed capabilities;
- Precise front-to-back registration on printed materials.

With implementation of the new solution, Turner & Porter has more flexibility with the services they can offer their customers. The IQ-501 provides automatic colour adjustment and registration and, "the package as a whole has increased the efficiency of the work that we do," says Kyle Robinson, another Graphic Designer with Turner & Porter.

William Nixon, Manager of Operations at Turner & Porter believes that "if we can be more innovative, we can better anticipate the needs of families, and the authenticity of a loved one can be better presented with the high-quality printing we get from the AccurioPress with IQ-501. Konica Minolta has been there to not only service the implementation of the equipment but has been there throughout the setup process and to answer questions afterwards. No matter what the situation, they are always there to work with us and find ways that we can do more with our technology."

Turner & Porter stated "the quality of service is what stands out" in dealings with Konica Minolta. Whittingstall notes that "Konica Minolta has been a true partner to Turner & Porter throughout the 10+ years. They always come in with the goal of working with us to find a solution to help us do our work even better."

TECHNOLOGY: IQ - 501 Intelligent Quality Optimizer



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