



## Company

MBE South Brisbane

## Sector

Graphic Communications

## Location

Brisbane, QLD



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# MBE South Brisbane not drowning, waving

In the aftermath of the devastating Queensland floods in January 2011, many a business found that returning to full operations was a step too far, and reluctantly closed their doors.

But not MBE South Brisbane, a leading digital print company in Queensland's capital. Despite being inundated with floodwater and losing all its equipment and records to water damage, the company is forging new markets and setting new production standards.

Owner and director Paul Stenhouse refused to capitulate, and has instead shown that determination and grit can turn businesses around against the odds.

"My background is in the food industry, with companies such as Arnott's. I have no print background at all," says Paul Stenhouse. "I came into the industry when I purchased the MBE Fortitude Valley print business in April 2007. I like to think I brought the customer service side of the food industry over to the print industry."

That customer service is offered on a wide spectrum of work, from "black-and-white photocopies to banners and signs, business cards, booklets and everything in between", as Paul says.

## Business challenge and scenario

"In January we got about 40 centimetres of water through the premises, which was enough to ruin all our equipment. The only items we saved were the computers and servers, which we could put up high.

"At that stage I didn't understand the ramifications, and how much work it would take to clean up and become operational again. I also didn't know then that our insurance company wasn't going to pay us any money. We've worked out that our total losses are in the vicinity of half a million dollars," says Paul.

The company's Fuji Xerox 700 Digital Color Press was destroyed, along with other printers, leaving the business without a means of producing any print. A new inventory of equipment was needed quickly, despite the heavy financial burden of the business's losses in the flood.

## Challenges

- As a result of the Brisbane floods in January 2011, the company's Fuji Xerox 700 Digital Color Press was destroyed, along with other printers, leaving the business without a means of producing any print.

## Solution

- MBE South Brisbane invested in a Color 1000 Press, a Fuji Xerox 4112 black and white printer and a range of versatile finishing equipment.

## Benefits

- Digital creates more flexible and economical print options.
- A broader market offering with Clear Dry Ink and thicker stocks.
- Business growth is set to continue from leveraging new technologies.

“The production capabilities of the Color 1000 Press, with its thicker stocks and duplex printing... are fantastic, but when you add the colour quality and the Completely Clear finish it gives us a point of difference to hit the market...”

– Paul Stenhouse  
Owner and Director  
MBE South Brisbane

## Solution

Paul had seen the Fuji Xerox Color 1000 Press at a demonstration in Sydney, but considered it out of reach for the besieged company. Nevertheless, he spoke with Fuji Xerox Australia account executive Nathan Gardner, who responded with a technology strategy for MBE South Brisbane.

“My experience with Fuji Xerox Australia has been outstanding,” says Paul. “They really came to the party after the flood, right down to Nathan actually having a broom in his hands helping us to clean up afterwards. I told them what I needed and how much I could spend, and they came up with an answer for me. It really is a great relationship, and it shows their true colours as a customer service organisation.”

MBE South Brisbane invested in a Color 1000 Press and a Fuji Xerox 4112 black-and-white printer capable of producing up to 110 A4 pages per minute, as well as scanning and copying solutions. A range of versatile finishing equipment rounded out the total package.

“I guess mine was a kill or cure approach,” says Paul. “I had debts from the floods and so on, but installing the Color 1000 Press and the 4112, and some finishing equipment as well, would increase our capability to complete more work in-house and maintain the same staff level with a higher level of turnover.”

## Benefit: Digital creates more flexible and economical print options

Since the installation of the Fuji Xerox Color 1000 Press and the Fuji Xerox 4112 printer at the end of April, 2011, the company has seen a lot of its previous work return, and much more besides due to the added capabilities of those digital presses. Much of the longer run print work outsourced to offset companies has been brought back in-house because the new digital printers are able to produce longer run lengths economically and efficiently.

“Our Color 1000 Press has done a million impressions in that time, and the 4112 has done about 1.3 million impressions,” says Paul. “I have just two staff here at South Brisbane. That’s the advantage of the equipment. We can do significant dollar value turnover with a very low staff level because of the automation.”

And with an extensive inventory of finishing equipment, MBE South Brisbane is now able to print and finish many of the jobs that had previously been outsourced, reducing the business’s outgoings and boosting both revenue and profit margins on those jobs.

## Benefit: Increased market offering

Paul also appreciates the unique ability of the Color 1000 Press to add a spot or flood Clear Dry Ink finish on documents, giving them a UV varnish appearance. MBE South Brisbane is developing a marketing campaign for it under the slogan of Completely Clear, and is already achieving success with it in new markets.

“The production capabilities of the Color 1000 Press, with its thicker stocks and duplex printing on the fly, are fantastic, but when you add the colour quality and the Completely Clear finish it gives us a point of difference to hit the market. We want to utilise it to put us out in front.”

## Benefit: Business growth set to continue

“My plans for the next six months are to ensure that we get our solid base back, which is occurring. We’re looking for consolidation, and then get back to the massive levels of growth we experienced in both shops before the floods.”

“Brisbane is probably the most competitive digital market in the country, and you don’t want to compete solely on price, or you’ll go out the door backwards – quickly. One of the things we pride ourselves on is our level of service. With the Color 1000 Press and the Fuji Xerox 4112 we are able to meet client deadlines as well as exceed their expectations. This has assisted us in winning repeat business and their referrals.”

## About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

For more information, visit [www.fujixerox.com.au](http://www.fujixerox.com.au) or [www.fxasustainability.com.au](http://www.fxasustainability.com.au)



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