

King Street Hotel

Promoting business with an Epson Stylus Pro 7700



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Marketing and Promotions Officer
King Street Hotel

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Every weekend, King Street Hotel in Newcastle plays host to the biggest names in Australian and international dance music. With three levels and a capacity of over 700 people, it aims to provide the people of Newcastle with a world-class nightclub experience. An in-house printing solution from Epson is helping the venue's marketing team keep their events front and centre in the minds of patrons.

Challenge: Convenient colour printing with lower costs

"Promotional posters are a vital part of our marketing," says David Smith, Marketing and Promotions Officer for King Street Hotel. "We have a pretty regular turnover of patrons – each year we get a new influx as people turn 18, so it's really important for us to have a street presence all the time. Our promotional posters are a big part of that."

Maintaining that constant street presence was a time consuming and expensive proposition for the venue, however, as all poster printing was reliant upon a third-party print provider. According to David, to reduce turnaround times and reign in costs, the hotel needed to find a more time- and cost-effective in-house solution.

The Solution: The Epson Stylus Pro 7700

It was after an in-depth consultation with local Epson Business Partner NOM Office Solutions that David recognised the 24-inch Epson Stylus Pro 7700 as being the right device for the job at hand.

With the Stylus Pro 7700's combination of speed, quality and media handling, it now enables King Street Hotel to print a full range of posters and other signage materials on-demand and at a fraction of the cost.

Savings of up to 60 per cent

Entertainment is a very competitive business and any opportunity to lower costs is always welcomed. With the Stylus Pro 7700, King Street Hotel has found a solution that provides that opportunity without sacrificing quality or marketing effectiveness.

"We print around 3,000 A3 posters every year and roughly 500 A1s," David says. "While there's the occasional black-and-white job, the majority are printed in full colour." This is a substantial volume of printing for a single venue, and sending that much full colour work to an external printer was quite simply proving too expensive.

Reduced costs: With the Stylus Pro 7700, however, the hotel has been able to greatly reduce the cost of printing each job without compromising on quality. "We're saving somewhere between 50 and 60 per cent on a typical A3 colour print run," David states.

"Based on those savings we were expecting the machine to have paid for itself in about two years, but it's been faster than that. "Actually, since we've had the Stylus Pro 7700 in our office we've discovered uses for it with our other business ventures and venues outside the hotel. As a result we're now saving money by producing marketing collateral for them in-house as well, and that has further reduced the payback period."

Reliable: With the investment in a Stylus Pro 7700-centric in-house solution, the issue of reliability is ever present. David, though, comments: "The Stylus Pro 7700 has been every bit as reliable as we had hoped for, which is absolutely vital for us as we want to get the most out of the investment we have made and meet the print production demands of the business," he says.

"In the almost two years we've had the printer we've only had to get someone in for maintenance one or two times, and on those occasions it was only firmware updates that were required."

Flexibility and convenience

In addition to reducing costs per job, flexibility and convenience are among the biggest benefits King Street Hotel has realised since bringing its printing in-house with the Stylus Pro 7700.

New acts are always being booked and line ups for any given night are subject to change, but now the venue is able to respond immediately, producing new posters to ensure marketing is in full alignment with the business.

"Having the Stylus Pro 7700 in-house makes it much easier for us to modify artwork and do new prints straight away if something like a line up change happens," David says. "We always had a good relationship with our external printer, but even so, jobs would take a few days. The Stylus Pro 7700 has definitely given us greater control and responsiveness."

Unattended printing: A key factor to that responsiveness and control is the Stylus Pro 7700's speed and ease-of-use, particularly with regard to unattended printing. In fact, it's far from uncommon for David to initiate a large print run and never once have to check the printer's progress, or even start the run at end of day and leave the printer running overnight.

"Particularly if it's a big A3 poster run, I can set a few jobs to go at the end of the day when I'm leaving and be confident that the printer will get through them without a problem," he says. "Then, when I arrive at work the next day, they're ready for usage."



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New creative marketing opportunities: In addition to saving time and improving responsiveness with regard to the hotel's poster campaigns, David says the Stylus Pro 7700 has also opened the door to new creative, marketing and branding activities.

"We're now able to do one-off specialty jobs that we hadn't even considered before," he states.

"For example, in some parts of the hotel we're using the printer to print images for use on feature wall murals. We like to keep the interior changing pretty regularly and we have a couple of people who are pretty good artists. With the Stylus Pro 7700, they have another option that they're able to use in creating new looks and images. That's something we just couldn't do before."

Quality that supports the business

Another important consideration is that while the hotel is saving time and money with the Stylus Pro 7700, it is also achieving the print quality that best reflects its public image. "The print quality and colour reproduction is absolutely ideal for our print application requirements," David says.

"We're able to produce high-quality internal signage for the hotel that needs to last for some time, and then print a large number of posters that may only have a lifespan of a few weeks."

Water-resistant prints: Another vitally important feature for King Street Hotel is the high water resistance of the prints. "Many of the posters are used outdoors so they'll be exposed to all sorts of weather conditions," David says. "The fact that the inks are water resistant and won't run on those prints is a very important benefit for us."

"The Stylus Pro 7700 has definitely changed the way we approach a print campaign because we now have the critical levels of control and print capability," David concludes. "We're turning jobs around quicker, for less money and it has also opened up new creative avenues for us."

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