

# Case Study: The Print Shop

“Wholeheartedly in Service,  
Quality in Print and Timely in  
Delivery”



## New Generation, New Ideas and Hopping to the Digital Era.

### Pandemic a Woe to Some, but The Print Shop Thrives On.

Seeing an opportunity in the pandemic has brought this company to evolve to an even larger footprint than what their parents established. When one thinks about the printing business, one will reminisce of the old offset printing machine, humming loudly with the smell of the ink in the print shop, but times have changed and similarly for this family owned business which began in 1987.

This family owned business, which started with Gillin Printers in 1987 is still ran by their parents. Now the Lewis siblings Ian and Irene, together with Ian's better half SuAnne, made the path to embark and expand the family business with Fussian Advertising and Printing in the year 2013 and during this Covid-19 pandemic gave birth to the 'The Print Shop' Kuala Lumpur.

A printing business that spans 33 years and now run by the Lewis family has embarked on moving their business to the digital arena. With their realization that market demands have changed tremendously over the years and new technologies rising in the market, they faced the challenges to retain clients who were fast moving into the digital space with a greater request for short run products and on demand printing that they decided to move ahead with the new.

Their realization that there is need to reach out to end users, to be more accessible and to offer competitive pricing in print production has spear headed their decision to introduce the The Print Shop in June 2020. An online “web-to-print” business and an extension from Fussian Advertising and Printing and Gillin Printers.

Their stunning web-to-print is relatively easy to use and it offers a wide range of prints such as business essentials, office stationaries and large format printing. Just click on their website, upload your preferred design, and check out either through options of credit cards or even e-wallets. Everything is transparent and all at the touch of a button.







## Seek and You Will Find

**T**heir decision to move ahead with time was also pushed by external factors from their repeated loyal customers and their higher management that requested for pricing reviews on a new project each time. Competition on low prices was more prevalent even though their customers knew they were providing value prints. Owing to the strong competition in the printing arena they knew they needed to step up the game and offer something different and unique in the market.

This has led them to speak to Ricoh again, their long-time partner since they were using the ProC5100s previously. With Ricoh introducing to them the latest Pro C7200X, it provided to The Print Shop a fresh perspective and print output options to offer to their clients. Seeking new confidence in the Pro C7200X was exciting for both the Lewis siblings as they ventured out to gain market perspective and found that the 5th Colour station offered by the Pro C7200X brought a new horizon and spectrum in terms of productivity and quality prints with a different twist for their set of clientele that runs event agencies, clubs, retails and food outlets, hoping for new revenue streams.



## The Traditional Meeting the New and an Ending In a Great Partnership.

Irene Lewis, who has just joined the family business about 4 years ago mentions that she knows that three generations - baby boomer, gen X and millennials (who currently runs the business) are driven so differently and have unlike attitudes towards career however bridging the gap, communication and unity is important to achieve the goals set out. That is why the birth of The Print Shop using the stunning web-to-print software coupled with their newfound partner, the ProC7200X will hopefully shift mindsets to embrace change and boost their business. Moreover, this new partnership will bring to life their business motto of "Wholeheartedly in Service, Quality in Print and Timely in Delivery".







# The Magical 5th Colour Station

**E**ven though the whole nation is still dwelling in the recovery of the COVID-19 pandemic, this has not stopped The Print Shop from exploring the limitless possibilities of owning the ProC7200X. They knew that the capabilities of the ProC7200X was endless with the 5th colour station which offered a range of ink that was out of the ordinary such as clear, white, neon pink, neon yellow and invisible red. These are beyond the CMYK of their predecessor model, the Pro C5100s. Even before owning the machine they had started doing the groundwork and had spoken to their clientele that owned businesses in retails, clubs to food outlets and event agencies.

While waiting for business to thrive again, there have already been ideas and plans with their creative team on how they can best bring into effective action the magical 5th colour station. Some of the ideas are such as using white toner on coloured packaging to give prominence to the brand, invitations on foil card for making events more glamorous, clear toner on business cards to accentuate the designs, even tickets with white toner as an undercoat and invisible red as a security code that can only be seen under ultraviolet light. All these adds impact and bring a different look and feel to each design providing a different edge to their communication style, engagement, and most of all bringing them sales.



White toner

Clear toner

Neon Yellow toner

Neon Pink toner

Invisible Red toner