

JULY 2020

Case Study

Taking Shape



Taking Shape provides retail fashion alternatives for plus size women throughout Australia and New Zealand. Their styles range from swimwear to occasion-wear, aiming to provide customers with innovative, unique and high-quality fashion to suit those with a curvy figure. Originating in 1985, the company has expanded to over 160 locations, with their main site housing their 100 employees, design areas and warehouse that both replenishes their retail stores as well as fulfills and dispatches online orders.

[Read CRN Australia's coverage of this customer: here](#)

Customer Success

The Challenge

Taking Shape needed a supplier that implemented the right print devices across the company site, meeting all requirements. It was important that the devices were not connected to an extensive contract, and that the supplier was flexible and able to make changes as the business expanded. They wanted to ensure they always had access to a functioning printer, so reliability was key with some needed for professional design printing purposes.

“We needed a supplier who understood the needs of the business and the requirements of each business area. The warehouse demands more robust and reliable equipment whilst our designers needed more technical devices to handle the detailed graphics and prints,” says Adrian Jacobson, Chief Information Officer at Taking Shape.

“It was also important that our supplier was able to provide some cost savings by looking at ways to better manage ongoing printing costs”.

The Solution

It was important to find a solution that suited the business, and pointed us in the direction of having a single point of contact who invested time in getting to know the business and solving the challenges. This was achieved during our long-term relationship with our Account Manager.

“The B2B Technologies team were representing our best interests, aiming to provide solutions that fit our company and our dedication to providing high quality fashion”, says Adrian Jacobson.



How B2BT Helped

The printing device requirements meant that a range of machines from different suppliers was needed. The Ricoh technology was recommended for the designers, giving them access to a machine that featured advanced colour matching quality and colour consistency with an EFI Fiery controller to suit their workflow. The Ricoh production printer will deliver high quality, high volume output, ideal for creative departments.

Kyocera machines were proposed for the warehouse as it demanded more robust, reliable equipment to withstand that environment. The warehouse print volumes were much higher, so the Kyocera machines provided the necessary print requirements with lower maintenance needed. Moreover, the high yield consumables for these machines minimised the costs for order replacement.

Investing in a complete Managed Print Service meant that the hardware, software and support requirements were automatically handled. This encompassed the use of different brands to suit these unique requirements, but at the same time presented cost savings to the business. A simplified Print Automation System was put in place in order to manage the entire fleet, toner ordering, support and pro-active maintenance.

Secure printing was also implemented at install. This function is used to maintain privacy when printing confidential documents on the device. Security print features allow jobs to be sent securely to the printer and held there until you release them. This was especially useful for the Payroll and HR departments, which were able to use a PIN code for added security.

“Overall, B2B Technologies showed a complete understanding of our requirements across a range of facilities containing different departments, providing a simpler and more structured solution in place that works for us,” says Adrian Jacobson.



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Product Overview

Ricoh PRO C5200S



This Ricoh Production machine (pictured) is shown with optional finisher.

The Pro C5200s provides consistent high-quality colour output with fine detail, smooth transitions, and crisp text. This device supports up to 360 g/m² paper and provide improved handling of thick or textured media.

The Pro C5200s is the cost-effective device for printing vibrant documents, ideal for creative departments, internal print rooms and commercial printers.

Kyocera ECOSYS P3155DN



The ECOSYS P3155dn delivers more than you expect with a smaller environmental footprint.

This Kyocera printer is an A4, monochrome desktop device with enhanced security features and flexible paper handling options.

To find out more, please visit www.b2btechnologies.com.au or call us on 1300 213 074