

Customer Success Story

Sweetcraft



CASE STUDY 2023
INDUSTRY: WHOLESALE

OUR CUSTOMER: SWEETCRAFT

Sweetcraft is a confectionary wholesaler, specialising in local and international products.



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SWEETCRAFT PARTNERS WITH B2B TECHNOLOGIES TO ADD VALUE TO THEIR CONFECTIONARY SUPPLIES AND SERVICES

Established in 1949 in Canterbury, Sydney, Sweetcraft was the first confectionary and toy warehouse in all of New South Wales (NSW). In 1972, it became a family business under new owners, who sought to focus on the confectionary side, growing the business into the oldest confectionary warehouse in all of Sydney.

The personalised service offered to customers draws in their loyal customer base from all over NSW and even from Queensland. Sweetcraft caters for all needs, as a wholesaler for both locally manufactured products and international confectionary goods.



Our Partnership



First signing with B2B Technologies in 2021, Sweetcraft was provided two print devices on a managed service plan. The A4 Lexmark XC4150 and a refurbished Ricoh MPC3504 were installed in their offices in Lakemba. The devices are used daily, helping produce invoices, as well as other accounting and relevant paperwork. The products are multifunction colour printers, perfectly suiting the space in both the front and back offices.

Sweetcraft also enjoys the fast printing of the machines, and wireless, mobile printing, making their daily usage of the machines seamless.

The A3 device is also used by the accounts team to create booklets. The booklet finisher option added to the machine collates and staples sets of documents, as well as staple-less binding.



SMART SIGNAGE AND GROWING THE BUSINESS

After almost 2 years of partnering with us, Sweetcraft added another solution to their services – the CommBox 55" Smart 4K Ultra HD Commercial Display. After a call with their account manager, and being provided the information on our smart signage solutions, Sweetcraft decided to add this solution to their warehouse.

The CommBox display is paired with Fusion software to promote their products and brands to customers.

The Digital Display "brings a lot of attention to the customers," says Marisa, Sweetcraft's Marketing Manager, who also confirmed that using the display to promote products has led to an increase in sales.

As Sweetcraft has thousands of products, they chose to focus on promoting those that they feel customers would best respond to, or that they want people to know that they sell. There is a lot of focus on US-imported products, to showcase products that people may not necessarily know that they sell, but they feel people want to buy.

Marisa notes that it has affected sales, mentioning that regular customers will come in, point to the screen and comment that they didn't know Sweetcraft sold certain products (that have been available for years). This was especially true of the US-imported soft drinks. It even affects new customers,

who are drawn in by the displays.

Sweetcraft designs the creative for the display in-house, using a combination of fusion software and Canva. Canva's option to employ animations is great to capture attention.

Marisa says that the "Fusion software is very similar to Canva, as it's very simple and easy to use. It has lots of great templates".

Fusion is good for making some of the new designs, noting that their most popular Dr Pepper ad was made on that. "It's nice. One of my favourite content pieces that I've created and I did that off the fusion software," says Marisa.

When asked about the training provided, Marisa mentioned that they were provided with an overview of the display and the software with a 20-minute training at installation. There are also YouTube tutorials available, and a live chat option on the website that allows you to directly communicate with someone from Fusion if you have an enquiry as well.

Marisa mentioned how much they enjoy having "various avenues in which we can learn about the software and the signage".

The Experience With Us



At B2B Technologies, we preach our customer service, as that is what sets us apart from other suppliers. When sitting down with Marisa from Sweetcraft, she had nothing but wonderful things to say about their account manager. From providing the right print solutions, it was Michael who suggested the signage could benefit their business.

“Our experience with Michael has been amazing. He is helpful, readily

available, and supportive. One time there was a problem with uploading our templates to the board, Michael came down to the warehouse, to help us out and see what the issue was”, says Marisa.

Not only do we offer excellent customer service, but with our managed print service plan and flexible finance options, we were able to include the addition of the Smart Signage onto the agreement with ease!



About Our Solutions

PRINT

Sweetcraft was provided with a Ricoh MPC3504, a refurbished machine. We offer refurbished devices as a way to promote sustainability. A 'refurb' is a printer that has been previously owned, but restored to its original condition. Most machines have a lifespan of millions of pages – a hundred thousand prints are low! Reusing and recycling these machines means that they stay in operation for the intended amount of time they were built for, reducing waste.

Once a refurbished machine has returned to our warehouse, it is examined and tested before being restored. Our technicians reset the device including clearing any remaining data on the hard drive, cleaning the machine thoroughly, replace or repairing parts (if any). Before being sent out to our customer, the machine is cleaned again and tested one last time to ensure our client receives it in prime condition.

These devices are managed by an agreement known as a Managed Service Plan (MSP). MSP refers to an all-in-one, comprehensive solution, intended to manage a company's print infrastructure and optimise its printing environment.

With B2B Technologies as your provider, we take responsibility for the operation, maintenance, and improvement of a company's print fleet, including printers, copiers, scanners, and multifunction devices.

The MSP that these devices are on, provides flexibility and ensures you always have a specialist looking after you and your printers. You never have to worry about the costs of printing, toner replenishment, or what to do if your printer jams.

About Our Solutions

DIGITAL SIGNAGE

The CommBox 55" Smart 4K Ultra HD Commercial Display features the highest commercial grade 4K. It has a 24/7 run time display with a 30,000-hour life. The board is available in five different sizes and features screen share/device casting, anti-glare, built-in Android, a five-year onsite warranty, and other features that are perfect for enhancing your space.

This display has been partnered with Fusion signage software. Fusion software is designed to help customers create amazing content that can schedule, sort and is simple to use. The software works offline with scheduled playlists, and is cloud-based, so you can access your account anywhere at any time.



Marisa notes that [the digital signage] has affected sales, mentioning that regular customers will come in, point to the screen and comment that they didn't know Sweetcraft sold certain products (that have been available for years).

This was especially true of the US-imported soft drinks. It even affects new customers, who are drawn in by the displays.

About B2B Technologies

WHAT WE DO

We have been helping companies 'big and small' deliver efficient and cost-effective outcomes for over 30 years. Our success is built on delivering best in class business solutions, all over Australia.

We first opened our doors in 1988, selling printers all over Sydney. Starting with 6 employees, we now have over 60 and a presence in 3 cities in Australia. Having built a reputation for quality, reliability, and outstanding performance across the print markets we operate within, we expanded into software and collaboration solutions.

Today, B2B Technologies helps organisations streamline their Print Management and Print hardware assets, while also delivering leading edge Digital Workflow Solutions and Unified Communication solutions, encompassing both remote licensing and office-space hardware solutions.

Our team works diligently with clients to help digitise their manual inefficient processes across all key departments, in turn helping them drive increased efficiencies and delivering real genuine cost reductions.

