



## Digital Printing Increases Sales and Opens Doors for Keystone Printing

### Background

Keystone Printing is a family-run business operated by 3 brothers. The Koch family's goal was to have a business that provided a variety of print capabilities, and they now have the capacity to offer all printing services and complete 95% of their work in-house, with minimal outsourcing.

ProSource had approached Keystone over the course of 3 years. Keystone saw that market was changing with digital printing and knew they would eventually need to enter that arena. However, they didn't immediately pursue new equipment from ProSource because they wanted to see how the market would evolve and how the systems would become more advanced. After realizing the competitive advantage that digital would allow them Keystone contacted ProSource.

### The ProSource Solution

ProSource presented a Konica Minolta bizhub C500 solution to Keystone in October 2005. The C500 is a digital color system that has won the Editors Choice Award from "Better Buys for Business" Magazine. The technology on the bizhub C500 was clearly superior to other models and Keystone's investment would be returned very quickly by increased printing offerings to their clients. The sales representative recommended that Keystone take advantage of a promotion from Konica Minolta on the bizhub C500 and purchase a system for a great price point that Keystone had to seriously consider. Before making such an important investment, Keystone wanted to evaluate the system in their business setting. They also tested a competitor's solution running the same jobs on both systems in the same location. They discovered concerns with the competitor's equipment and requested service, in which the response time for the service call took several days. In contrast, ProSource was there in an hour to service the Konica Minolta C500. In fact, Keystone reported that just ordering replacement toner took more than a week to arrive.

*"We knew we needed to move into digital to stay competitive, but to take that huge step was daunting.*

*ProSource made it easy to make that leap and made the transition smooth. They have taken care of us in an honest and professional manner through the entire process."*





## The TotalPro Experience

Keystone Printing received the support and the partnership they needed from the sales staff to design the right solution. Service remained excellent and did not slump after the sale, backing up what ProSource claims in their TotalPro Experience. In fact, Keystone specified that the interaction they've had at every level of the company has been exceptional. The set up representative who delivered the bizhub C500 was "the nicest guy in the world," promising Keystone that they'd love the machine.

## Results

In short, the ProSource digital solution "put them in a new mode." Keystone has enjoyed sustained growth in sales as a result, citing a 20% increase in sales in the first year and an additional 15% in the second year. The reason for this growth is because the ProSource solution opened new doors for Keystone. Because they could compete for production print jobs which they could not previously, they have booked additional off-set printing business from clients that wouldn't have been possible if they could not offer in-house color digital printing.

The Konica Minolta bizhub C500 offers print on demand, enabling Keystone to be in control of the complete production process. Keystone Printing can turn jobs around faster than ever before and customer satisfaction has increased. The technology has also improved efficiencies and the morale of the staff.

*"ProSource has delivered what they claimed. We have a real partnership with our contacts at ProSource that we expect to continue for the long term."*

straight from the source



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