

High-profile London printer gives customers direct access to orders, large and small

With its traditionally-styled shop front in London's Mayfair district, offering tasteful luxury print to a discerning clientele, you might expect Mount Street Printers to be quaintly old-fashioned inside. On the contrary, the company is adopting and implementing new technologies alongside its traditional equipment. These are aided by sophisticated EFI™ systems that enable the company to offer new services to its customers.

Mount Street Printers' clientele is extremely varied. Customers range from individuals who need one-off greeting cards to those seeking longer runs of specialised stationery and invitations. In fact, the British Royal household is counted among its customers. Mount Street also serves a large number of commercial printing companies.

The company's printing equipment is equally varied. It includes a high-end digital press driven by EFI Fiery® digital front end, plus web-to-print ordering using EFI MarketDirect StoreFront® technology, alongside a full range of more conventional analogue processes. Local customers from the upmarket business area can now walk into the shop to make their own copies and prints via EFI's easy-to-use M500 self-serve terminal. They can even transfer files from their mobiles or the Cloud.

Alex Cain, managing director explains, "We are renowned for our bespoke printing. We produce litho and digital printing, foiling, die stamping, die cutting, letterpress, all this and more under one roof. It's a broad mix of processes, some of which require great skill and this kind of versatility makes us quite unique in our marketplace."

The company offers luxury stationery, business cards, greetings cards and all manner of high-class printed work through its website at www.mountstreetprinters.com. Customers can select from a range of designs, with the option to personalise names, addresses, messages, images, etc. A lot of effort is put into presentation, for



Challenge:

MarketDirect StoreFront

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Self-Serve M500 Station

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Mount Street Printers was founded in 1980 and has always operated from the same site, surrounded by London's most expensive and exclusive commercial and residential property. It employs 30 people and handles everything from design and prepress to printing and finishing. Proudly displayed on its website is the Royal Warrant, awarded five years ago to acknowledge that Mount Street Printers is a regular supplier of printing to the British royal household.

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Mount Street Printers storefront.

example, greetings cards with matching tissue-lined envelopes. The busiest period is in the months before Christmas and New Year when everyone wants holiday cards – the 2014 “rush” period lasted well into December, says Cain.

Customer Driven: Commercial

Mount Street Printers also has a regular clientele of commercial customers who are increasingly using its new e-commerce site powered by EFI MarketDirect StoreFront.

“We are always looking around the corner and listening to what our customers are asking for – a lot of what we do is driven by their demand,” says Cain. “Trade customers were asking us for online access to their work, so we have set up this platform for them. We’re only using it for our trade partners and not as a customer-facing tool as of yet. It was only recently installed, but trade customers are already using it for individual jobs or for repeat orders. This streamlines the workflow for them and us.

“The sites and products are specific to each customer. This gives them the power to order 24 hours a day. In future we see a growing use for EFI MarketDirect StoreFront, serving our long-term clients by giving them their own storefronts. We’re not offering variable-data facilities yet, but it’s part of our plans.”

Solution:

MarketDirect StoreFront

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Self-Serve M500 Station

Mount Street Printers added the EFI M500 station to a Canon printer-copier, to allow customers to walk into the shop and make their own prints.

The EFI MarketDirect StoreFront provides room for growth. "Initially it took quite a lot of learning, because it's such a powerful tool and so flexible," says Mr Cain. "We have eight graphic designers and we're training all of them to use it. EFI helps with the training, through WebEx support and the like."

Customer Driven: Walk-Ins

Early in 2015 Mount Street Printers added the EFI M500 Self-Serve Copy and Print Station to a Canon printer-copier to allow customers to walk into the shop and make their own prints. The M500 station offers a touch screen with an easy-to-understand user interface for customers to set up and pay for prints and copies. "A lot of people would come in and ask 'can you print me one or two documents?' and we were turning them away, because opening a PDF file and setting up a printer for those was too time-consuming to be economical. We thought we'd like to give a service to people who just want to print things on the fly. Now the regulars love it and use it all the time. They get the files in through Dropbox or USB sticks, but also from their mobiles. It will take print from virtually any medium and it's secure too. We're now a one-stop shop from engraved invitations to photocopies, they can have anything print related!"

Solid Experience

The company's first experience with EFI goes back to 2011 when it installed its first digital press, a Heidelberg Linoprint C751. "We only deal with Heidelberg for our press equipment anyway, but EFI is such a big name in front ends that we were happy that we were getting the best," Cain says. "It's easy to work with and very efficient. We don't do automated impositions at present, but that will change if we go to B2 in the future. We're looking for something larger and even more sophisticated."

Results:

MarketDirect StoreFront

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Self-Serve M500 Station

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EFI Self-Serve M500 Copy and Print Station in use.



Fiery server with operator and Linoprint.

The combination of the EFI Fiery Driven™ digital printing, EFI MarketDirect StoreFront and Self-Serve M500 Copy and Print Station has allowed Mount Street Printers to develop and offer new products, says Mr Cain.

"We can now handle longer run digital work, with higher quality, short-run colour jobs where litho didn't make sense or was costing us too much to produce. If it's printing, we want to look after our customers in every way possible."

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