

## How Brother MPS helped this iconic fashion and furnishings group slash print costs

Laura Ashley cut print spend by 45% with a bespoke print service from Brother.

LAURA ASHLEY

### Managed Print Service creates group-wide benefits

Iconic English retailer Laura Ashley sells its characteristic designs from a network of 167 stores across the UK, Ireland and France. Each store has at least two printers, used for printing promotional materials, customer order copies, staff procedures and more.

In 2014, Laura Ashley implemented a Brother Managed Print Service (MPS), allowing head office to accurately monitor how its printers were being used for the first time and providing greater control over print costs than ever before. The MPS also ensured the timely delivery of replacement toners and repairs, freeing up staff time. When the three-year MPS was due for renewal in 2017, Brother completed a fresh print audit to make sure the service still provided the best possible solution.

### Print audit uncovers further efficiency opportunities

The audit found that Laura Ashley's existing mono printers were still fit for purpose, but growing colour print volumes meant higher-capacity printers could achieve significant cost savings and operational benefits. A full assessment of all Laura Ashley's stores was completed before designing a bespoke new MPS. Each store now has an HL-5470DW workgroup mono laser printer by the till for printing mono customer documents,

with an MFC-L8900CDW wireless colour laser printer in the back office for reports and point of sale materials.

### A comprehensive solution

All devices were installed in just four weeks, avoiding key trading dates to minimise disruption. The new printers have higher-capacity toners, meaning less downtime and increased productivity. Print costs were cut by 45%, with 75% fewer toner replacements and 50% fewer service calls. Brother recycles all used print cartridges and makes a contribution to the Cool Earth rainforest charity for each cartridge, meaning Laura Ashley helps save at least 433 trees from deforestation every year. Regular review meetings ensure all Laura Ashley's objectives continue to be met.

**“Brother’s print service lowered print costs and provided reliability.”**

IT Systems Manager, Laura Ashley

### Overview



#### The challenge

The retail sector is highly competitive and Laura Ashley constantly strives to operate as efficiently and cost-effectively as possible. To support this objective, Brother carried out a full audit of the group's print function to uncover any potential gains.

#### The solution

A three-year MPS contract with new high-capacity, multifunctional colour printers installed across the network of 167 stores.

#### The results

- Print costs cut by 45%
- 75% fewer toner replacements
- 99.98% uptime
- 50% fewer service calls
- 100% score against Service Level Agreement
- Cartridge recycling has helped save at least 433 trees every year
- Faster printing with sharper detail and richer colours