

# MIDSHIRE COMMUNICATIONS HELP BAKER GOODCHILD TAKE BACK CONTROL OF THEIR PRINTING

Baker Goodchild are a high quality fast turnaround direct mail company that offers all aspects of mailed item's from start to finish, whether it's a personalized postcard, enclosed envelope with 6 inserts or a printed document from mono to colour. They print on average 4 million per month ranging from personalised documents to postcards or booklets for a range of different clients.

## bakergoodchild

### CUSTOMER CHALLENGES

- Rising costs using external agencies for colour printing
- No control over SLA's and delivery times
- Limited flexibility for urgent colour runs
- Increasing customer demands for colour and mono

Baker Goodchild saw a rising demand for mono and colour print from their customers and wanted to ensure that they kept their high standards of customer turn around time and quality.

Whilst having the facilities to print mono in-house, they exported colour jobs out to local litho printers, which worked for a time but with the increased requests, they decided to contact Midshire Communications Ltd (MCL) to see what options were available to them.

After their initial scoping meeting, MCL identified numerous options that would benefit and support Baker Goodchild in their growth plan.

With a wide range of products in their portfolio, MCL are able to fit the right products to fit customer needs, rather than shoe horn products into environments that may not be 100% suitable.

### MCL SOLUTION

- Bring colour in-house and increase mono productivity by providing fast and reliable high production machines - Konica Minolta C6000L + 1060L devices
- Regular Account Management and reviews
- Up to date technology and training

This solution has now given Baker Goodchild a competitive edge, "The machines have allowed us to explore different avenues which we couldn't do before and the print operatives feel a lot more comfortable with both the service and the machines themselves." said Wesley Sinclair, Operations Director

### ABOUT MIDSHIRE COMMUNICATIONS

Midshire Communications has been supplying high-quality multifunction copiers and software solutions for over 20 years. Following our ethos of "Delivering The Promise", they offer their clients nationwide service, personalised systems and affordable solutions.

**"MCL are always willing to go that step further to help us out even in the most difficult situations. Good, reliable company that you can depend upon."**

Wesley Sinclair (Operations Director)  
Baker Goodchild