



brother
at your side

Lumino find crowning glory in Brother partnership

With over 100 practices nationwide, learn how Lumino The Dentists rapidly expanded across New Zealand, enabled by Brother technology solutions growing right alongside them.

▲
**managing
your printing
should be
this easy**



Challenge

From its launch in 2005, Lumino The Dentists has been on an incredible growth journey. Each year they've welcomed 8 to 10 new practices across New Zealand and by May 2016 their physical footprint reached 100.

With its rapid and continual expansion, Lumino needed a print partner that could grow with them across multiple sites, with the latest print and imaging technology and features, while keeping costs down.

Now, eight years on, Lumino and Brother are still enjoying a partnership founded on full transparency and simplicity, alongside expert business knowledge and personalised local support.

Solution

"As we grow through acquisition Brother understands the need for us to get set up quickly. Print solutions can be with us in 24 hours," Lumino Systems Support Manager, Kieren Bainbridge, said.

Throughout its rapid growth, printers from the Brother business range (through its Managed Print Services (MPS), Cost Per Page programme) now sit in practices of all sizes across New Zealand.

Machines were hand selected for Lumino by Brother experts for their capabilities to handle large print volumes and demanding workloads. The more robust and larger printers, designed specifically for business, were complemented by printers suited to smaller dentist practices to ensure the right technology and service for different office needs.

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**Kieren Bainbridge ,
Lumino Systems Support Manager**

Benefits

Brother gave Lumino the best of both worlds, delivering print solutions for both big office needs and smaller practice requirements. With Brother's MPS Cost Per Page programme Lumino enjoys up to 36% cost savings from standard pricing with its pay-as-you-go agreement. In addition, the products are easy to use, reliable and technically savvy.

Lumino also get the benefit of a full service and support package. Along with free delivery and installation, this includes a 7-day NZ helpdesk, 4 year on-site warranty, toner replenishment, remote monitoring, proactive maintenance and machine servicing.

"With Brother we know there are no hooks or hidden costs - the whole service is provided with no extra charges. We also have a great relationship with our Brother support expert, who looks after us so well and is really responsive to all our needs. Plus we've got weekend support if we need it from the Helpdesk," Kieren said.

When toners are running low, Brother delivers new toner before it's needed so they're never caught short. "Brother keeping track of toner replenishment and service logs means there's one less thing to worry about."

For Kieren, the service went over and above his expectations with Brother understanding the need to work around patient priorities and keeping them up date with the latest technology trends to ensure they're utilising the very best solutions for their business.

"They make life so easy. It's that simple," Kieren added.



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**Kieren Bainbridge ,
Lumino Systems Support Manager**

Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise! Brother has a team of experts ready to show you how Managed Print Services can benefit your business. They will:

- Work with you to review your current print ecosystem
- Provide a bespoke recommendation to improve the way you work - reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand - servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018