

brother
at your side

Bright Print Solutions for Lighting Plus

Lighting Plus needed a print partner to support their rapidly growing footprint nationwide.



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



Challenge

Across 22 years, Lighting Plus Founder and Managing Director, Barry Mellor, has seen the company evolve from a lighting product discounter to a specialist business, now known for its vast and unique lighting design offering.

With 31 stores nationwide, Lighting Plus continues to grow with specialist partners at their side to ensure they remain successful and competitive.

Lighting Plus is a rapid growth business, and they needed a print partner that could grow with them, understand their unique needs and scale their print capacity and requirements with zero business disruption.

Solutions

Brother Managed Print Services

With reliability, speed and efficiency identified as priority requirements, Brother was the obvious choice to take care of all their print needs across 31 stores with its Managed Print Services (MPS) solution.

Brother multifunction centres and printers sit throughout New Zealand, with Brother experts managing each individual outlet with a bespoke solution based on their own print and imaging needs.

“With 4 year onsite warranty, free recycling and automatic toner replacement our complete print fleet runs seamlessly. Brother’s service is a standout.”

Lighting Plus Chief Operations Officer, Dave Barlow

Brother and Lighting Plus is the perfect partnership, with shared values in unrivalled customer service. Rated the #1 print brand for its service and support by New Zealanders,* Brother are market leaders giving Lighting Plus yet another reason to have them by their side.

Lighting Plus is a 7-day operation with weekends being their busiest retail days, so it's no surprise that Brother's 7-day NZ-based helpdesk is a vital lifeline for the retail stores.

*Perceptive research 2018

Benefits

Chief Operations Office, Dave Barlow, has noticed multiple benefits since bringing Brother on board, but says its true value has been the simplicity and efficiency of its print fleet.

Having Brother at their side has also enabled Lighting Plus to retain strong and consistent customer service.

"Our entire print process is now so much simpler with Brother. Everything happens with no intervention from us. If ink or toner is getting close to running out, it arrives without delay via toner replenishment so we're never caught out."

"The cost structure is also extremely transparent and simple. It's nice knowing there are no hidden surprises!"

Dave notes how valuable it is to have a Kiwi based support team on hand 7-days a week. "And with 4 year onsite warranty, free recycling and automatic toner replacement our complete print fleet runs seamlessly. Brother's service is a standout."



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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.*

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