



KONICA MINOLTA

The essentials of imaging



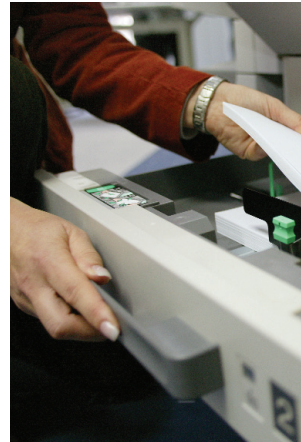
Case Study **Charmant GmbH Europe**



Document Services



A more effective office organisation for Charmant the eyeglass manufacturer



Charmant GROUP

Fine spectacle frames in a modern design and made from excellent materials – that is the hallmark of Charmant, one of the world's largest eyeglass manufacturers. In 1987, the Japanese based company established a subsidiary in Karlsfeld near Munich, Germany from where they direct the German, Benelux, Danish, Swedish and Austrian distribution as well as Italy, which became part of the organisation in 2006. The Charmant subsidiary now sells well over half a million frames a year in Europe, a task for which the Karlsfelder headquarter must be well equipped. And with an iDOC analysis and the resulting systematic deployment of Konica Minolta print and copier systems, they are certain of putting their full office potential to good use.

Charmant spectacles are worn all over the world, sometimes carrying other brand names, such as ELLE, ESPRIT und Hugo Boss. Although other manufacturers now also use titanium, Charmant was one of the first to use this innovative new material to create frames back in the 1970s. Production standards have evolved and the market situation has become more difficult as the company searches for new ways of improving their customer services. "Superior customer service, competent staff and a comprehensive product portfolio are the means by which we can rise above the competition," says sales manager Claus Schmerber. In other words, behind every good product there is a strong company. This is Charmant's strongest argument when facing their customers, the opticians.

From multiple installations to tailor made systems

The Charmant location in Karlsfeld employs around 40 members of staff in their administration, purchasing, marketing and planning departments. Like many other companies, over the years these departments had acquired a fleet of printers copiers and fax units from various manufacturers. These 20 models were distributed throughout their premises with the newest model purchased just over 10 months before the analysis and the oldest having been around for almost ten and half years. "Ordering the right toner or consumables for the specific system was quite a challenge," and according to Claus Schmerber, took a lot of time and effort. A circumstance, which was highlighted when Konica Minolta proposed the iDOC analysis.



iDOC takes a good look at the efficiency of the company's document management system, taking all aspects into consideration: from the acquisition and maintenance over total cost of ownership, all-in price-per-page and workflow organization – even proposals for a change of infrastructure. If required, the depths of the analysis detail can even include transaction costs and reports on system usage.

The iDOC analysis was adapted to the mid-sized German Charmant headquarters, concentrating mainly on the consumable and maintenance aspects of the systems. As a result, they achieved a possible savings potential of around 18 percent. Reason enough for Charmant to start a “basic system review” which ended with the decision to exchange all the company's printing systems.



New systems, new functions

Five facsimiles, one laser printer, one black & white and one colour multifunctional systems are now in use on the Charmant premises – all of them Konica Minolta units. Put to good use, the new multifunctional colour print and copier systems help with the daily work in the marketing and planning departments. “High quality colour prints are a necessity for the colleagues in these areas,” says Claus Schmerber, “specifically for the creation of brochures, graphics and presentations. The new colour system guarantees high colour printing quality combined with speed.” One of the features greatly appreciated by the Charmant staff is the integrated scanning function – making a change from the days when staff were obliged to use simple flat bed scanners and only able to scan A4 size documents. The new scan-to-mail function even allows the scanned documents to be sent via the network to any email address.

According to Claus Schmerber, “it's not just the colour system that the users appreciate, as the 30 percent rise in output demonstrates, but also the new workflows – now far less complicated than before the analysis.” Altogether, the improved system structures and excellent working conditions have resulted in Charmant remaining on focus and continuing to be a step ahead of the competition.



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