

Case Study | Footprint

Footprint WA, a small family business, represents the best of regional Australia's entrepreneurial spirit.



Footprint WA says 'yes' to product diversification

Starting off from a few years' experience in litho printing in the UK, a young Patrick Oldfield opened the business in 1992, settling right in the middle of Mandurah, an easy hour from Perth. Almost 30 years later, he's still vitally involved, but now son James and the family are working alongside, breaking new ground in all types of offset and digital printing. In the fiercely competitive world of printing, the Oldfields leverage their strong reputation for competitive pricing, personal service, full design options and a job turnaround that's often faster than online or Perth-based companies.

The Challenge

An eye on the future

The Oldfield family have made it a core policy to stay on the leading edge of print production techniques and technologies. Over time and with ongoing diversification front of mind, they've successfully made the transition to digitisation blended with existing expertise in traditional print methodologies. Footprint has also introduced graphic design, new materials and new printed advertising products, from vehicle decals and signage to pull-up banners and more.

Recently, the Oldfields explored the options to fill a growing niche for high-quality label printing. Almost every business needs some type of label, but with close geographic ties to WA's major wine-producing regions, Footprint recognised that vineyards needed a more responsive service for short-run, distinctive bottle labels.

Although WA and the Peel region are all in a period of economic recovery, with the printing industry no less affected than others, the Oldfields calculated the risks of not investing and moving ahead as part of their due diligence going in. The business case stacked up well, backed by existing customers eager to explore the possibilities of locally printing outstanding quality labels for a range of different enterprises – from cosmetics to coffee to couriers.

The Solution

Finding the right printing product – the Epson SurePress L-4533AW

FUJIFILM Business Innovation Australia have partnered with Footprint for many years. When the decision was made to invest in in-house label printing as a speciality, the Oldfields tested the market and decided that the Epson SurePress L-4533AW digital label press, supported by FUJIFILM Business Innovation Australia would fulfil and perhaps even surpass their expectations.

Challenge

- Staying on the leading edge of label print technology, from a regional Australian location

Solution

- Epson SurePress L-4533AW Digital Label Press

Benefits

- Growth from existing customers and new business
- High quality output
- Perfect for short run labelling
- Ease of use – hands-off operation
- Strong provider partnership



The Epson SurePress L-4533AW was chosen for its proven capacity for high-quality output, reliability, repeatability, and its “hands-off” operation. The choice of the Epson SurePress L-4533AW made it easy for the business to incorporate the new facility in its printing fleet without the need for additional operators or specialists. It was virtually a turn-key installation that delivered sellable product within a week of being installed.

Alongside the reliability of the unit, Footprint are reaping the benefits of the leading-edge print technology, and the wider gamut of colours (including orange, green and white). Epson’s printheads feature micro-fine nozzles that deliver perfectly accurate dot shapes and placement for each colour. This results in superior colour quality and sharp detail for barcodes and small text.

The Benefits

The plans become reality

Resources from all over Australia were pulled in to support the client with this simple, yet cutting-edge solution. Dan Tann, FUJIFILM Business Innovation Australia commented that,

“Our team of national specialists, technical support and technicians from Epson Australia and FUJIFILM Business Innovation Australia rallied behind the customer to ensure the press has worked flawlessly from day one – which it has. But that wouldn’t have been possible

without the strong partnership based on trust, that FUJIFILM Business Innovation Australia and Footprint have developed over the years.”

The installation, bedding down and commissioning process took two weeks. In the second week, the press started to produce a few small-run jobs while James learned the ropes. James commented that the interface was intuitive and straightforward. He was able to ‘get it’ after just one try. He’s enjoyed experimenting with what’s possible.

James says, “The label press gives us great flexibility to be creative and deliver a consistent product that delights the customers.”

With Epson’s print quality managed inside the press, from printheads to ink and software, precise colour and outstanding clarity is achievable for every job on all types of label substrate, every time.

How has Footprint WA’s ‘footprint’ grown?

Ten weeks on, the Epson SurePress L-4533AW has already produced over 250,000 labels.

James comments, “We can see that the press will be a profitable venture – I’m really happy that we’ve been able to turn out 48,000 wine labels in just five days, for example, and the press didn’t need anyone to hover over it. And working with FUJIFILM Business Innovation

Australia gives us the confidence that our move into label printing is technically well-supported.”

And their very satisfied winery client can now order as needed without holding huge label stocks.

Footprint WA sees the label business as a growing part of their print capability for the future. Because almost every business needs labels of some type, being able to offer a local label printing service opens the way to a whole new segment of customers – who then may need business cards, brochures, a website update or another printed service in the future.

So far, Footprint have only used word of mouth and a few mentions on social media to market their new service. Pricing and capability enquiries from interested local businesses are nevertheless coming in regularly, as word spreads about the convenience of local service and the flexible design possibilities. James has started a ‘wall of fame’ with examples of their work to showcase their label capabilities as it builds up. And as the only regional printing house with label production to the quality and quantity the Epson SurePress L-4533AW can achieve, they offer a solid alternative to the bigger companies in Perth, interstate or overseas.

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