



making work flow

ASL GROUP LTD IN PROUD PARTNERSHIP WITH KONICA MINOLTA BUSINESS SOLUTIONS



KONICA MINOLTA



**KONICA MINOLTA  
AND ASL GROUP LTD  
PROVIDE THE TRUMP CARD FOR  
SPINGOLD DESIGN & PRINT LTD**

Giving Shape to Ideas

# SPINGOLD INCREASED ITS PRINT CAPACITY AND SPEED TO MEET THE EVOLVING MARKET NEEDS WITH ASL GROUP LTD AND KONICA MINOLTA

## EXECUTIVE SUMMARY

Having developed an exciting and highly successful niche line in playing and gaming cards through its online ordering portal, Spingold Design & Print Ltd needed to replace its aging professional colour print solution to continue meeting market demands.

To find the right solution and associated support services, Spingold turned to its trusted print supplier ASL Group Ltd and the market-leading capacity and speed capabilities of Konica Minolta's powerful but highly cost efficient AccurioPress C14000.



"I couldn't be happier with it all. It's great to be busy, to be able to employ new staff and to keep this talent in the industry. Print is undoubtedly changing; new markets are replacing traditional ones and it is essential to have the right tools and professional support in place as we all adapt."

**Ed Oakes**  
Managing Director of Spingold



## Customer profile

With over 25 years' experience in the Design, Graphics and Print industry, Suffolk/Essex border-based Spingold Design & Print Ltd products range from Business Cards to Brochures, Posters to Full Exhibition Graphics and Stands, and everything in between.

One of its specialities is producing highly personalised playing cards [playingcardspersonalised](#) – a niche that has developed over a number of years and which the company is now an expert in creating beautiful and professional decks for personal or promotional use.

## Challenges

At the start of the COVID-19 pandemic, Spingold needed to adapt its operations, to comply with lockdown restrictions whilst continuing to serve its customers. The result was the launch of extensive online ordering services for businesses and consumers [printfromyoursofa](#), which resulted in a record year of sales. A key component of this remarkable growth came from the sale of bespoke personalised playing and game cards.

To meet this increase in demand, Spingold made a series of significant improvements in the business. This included the hiring of four new team members and investment in new print and finishing solutions.

With its incumbent professional colour printer reaching the end of its operational life and service delays impacting production by as many as three days, Spingold went in search of a new press to take its place. Whilst the machine had been mostly reliable and the company was pleased with the results, it was keen to explore opportunities to improve its production capabilities.

## Solution

Turning to its trusted expert print partner managed-office services supplier [ASL Group Ltd](#) for advice, Ed Oakes, Managing Director of Spingold was introduced to the benefits of Konica Minolta's market-leading AccurioPress C14000. Standout features of the AccurioPress for Spingold included its long sheet capability, three high-capacity vacuum feed stacking trays, and increased speed (up from the previous solution's 70 ppm to 140 ppm).

Paul Stead, Sales at ASL Group Ltd commented, "We discussed what was new on the market and would be suitable for his increased workload requirements, and the impressive throughput abilities of the AccurioPress C14000 immediately attracted attention. Konica Minolta is the first manufacturer to offer a set of three paper draws that will hold up to 900 mm – you can effectively have three long sheet substrates in there. With the combination of impressive speeds, attractive service costs and extensive long sheet feed capacity, the AccurioPress C14000 represents an evolution in digital output that fuels productivity increases for businesses like Spingold Design & Print Ltd."

Following a demonstration of the AccurioPress C14000 at Konica Minolta's Milton Keynes Showroom, Ed was convinced it was the right solution for Spingold's needs. "It was every bit as good as Paul said it would be. Along with the impressive input capacity and assured output quality, the speed was the big difference, as it had the potential to double our capacity."

In addition to the AccurioPress C14000, Spingold has access to expert support from ASL Group Ltd and Konica Minolta, including the provision of parts and consumables onsite, to ensure constant availability in advance of any engineer site visits and to cover any unexpected needs. Additionally, Konica Minolta will shortly be delivering advanced Operating Training for Spingold's Production Manager, enabling the company to manage more of its own servicing requirements and to further reduce any downtime anxieties.

## Benefits, results, roi, future

Just two months on from the installation Spingold's new AccurioPress C14000 has already made a big impression on the team. Ed elaborated, "The increased capacity and speed have been highly beneficial in helping us meet the demands of our customers. Our Production Manager, Chris Hynard runs four printers and two laminators, so this increase in capacity means he now has more time to attend to all the machines, rather than having to manually supervise printing of large jobs."

The increased capacity has been particularly useful in meeting the increasing number of orders for playing and game cards, which currently represent the largest proportion of Spingold's business. However, there are clear signs of a steady return of corporate printing work too. "We still do all the local large format and small format printing, but without the online business we would still only be at about 60% capacity. The performance and flexibility of the AccurioPress C14000 is key to us being able to meet evolving market needs."

The AccurioPress C14000 is at the centre of Spingold's investment and ongoing success, as Ed concluded, "I couldn't be happier with it all. It's great to be busy, to be able to employ new staff and to keep this talent in the industry. Print is undoubtedly changing; new markets are replacing traditional ones and it is essential to have the right tools and professional support in place as we all adapt."



AccurioPress C14000



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We would love to tell you more about how to become a Partner, so you too can help your customers, consolidate, rationalise, and strengthen their production capabilities

**Please get in touch.**

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