



KONICA MINOLTA



# New Asia Pacific Travel uses Konica Minolta to boost new business opportunities



In 13 years of service to the travel industry, New Asia Pacific Travel has experienced substantial growth in its core business of inbound journeys to Australia for Chinese travellers. More recently, by offering exciting new adventures to India, Vietnam and China, New Asia Pacific Travel has found new markets for its travel clients, despite the global downturn.

With this expansion in business, NAPT discovered that its print facilities were unable to cope with the new demands in volume and speed. The company called Konica Minolta to discuss a complete new solution to these problems.

“We found that our old printer was not capable of handling all the extra work, because we print a lot of documents, invoices, itineraries and so on,” said Jacky Zhang, e-Marketing Officer at NAPT.

*“We had a relationship with Konica Minolta before, so we called them because we knew that they would be able to provide us with the right solution.”*

With a staff of over a dozen, NAPT needed full networking capabilities to ensure streamlined printing. Also important was printing in both English and Mandarin, as well as producing high-quality images for some projects. Konica Minolta suggested that the C200 multi-function printer would provide the capabilities NAPT needed.

“Konica Minolta were very helpful to us,” said Jacky. “We have had the C200 for about three months now, and so far we have found that it is perfect for our needs. The printer is fully networked in our office, and it can handle our heavy workload without any trouble. All our staff had no trouble learning how to use it and get the best results. If we have a problem Konica Minolta have a really quick response to our site, even at night and on Saturdays. They provide very good service and support to us.”

Jacky Zhang is confident that the travel industry is returning to better times after the downturn. “We found that 2009 was the hardest year of business for the travel industry,” he said, “but we are now looking forward to a prosperous 2010!”



Travel consultant Ha Ngo (left) and e-Marketing Officer Jacky Zhang of New Asia Pacific Travel: growing business demands needed a new print solution.