



KONICA MINOLTA

sponge agency

Konica Minolta delivers superior colour output with its fiery rip

Company: **The Sponge Agency**

Industry: **Communications**

Snapshot Overview

“Sponge Agency” is an independent, 100% Australian owned communications consultancy company based in Sydney. Its team of advertising and marketing professionals have experience and expertise working with some of Australia’s largest brands. Sponge only recently converted to Konica Minolta and is already a huge advocate of the brand and its product and feature advantages.



The Challenge

As a fast paced advertising agency, Sponge required a printer that could withstand high usage and meet its meticulously high standards – colour matching and overall performance was essential. It was also imperative that the printer was compatible with the latest technology, including Mac computers – as their previous provider was not. Space restrictions meant that the machine needed to be compact as well.

The Solution

The lack of performance and customer service of Sponge’s previous printers meant Sponge were determined not to make the same mistake again; this time the company invested extensive time into researching and trialling a wide range of products from multiple brands before opting for the Konica Minolta bizhub C280 printer. This cost-effective product is powerful and high speed at 28 pages per minute in colour and black and white, featuring easy-to-use touch-screen technology and enhanced security. Sponge also added an EFI Fiery Print Controller enabling superior colour quality, perfectly matched colour reproductions for creative elements, for example client logo’s and skin colour that are traditionally hard to colour match.



The Result

In a short space of time Sponge has already reduced its printing costs by over 50 per cent, the company has also benefited from using a high speed printer and has significantly increased productivity. In addition, the advertising firm has also improved its level of quality and overall output.

As a creative team we pride ourselves on continuously looking for ways to bring to life the artistic elements of our campaigns. We rely on our Konica Minolta C280 printer to deliver realistic colour reproduction, particularly when it comes to skin tones and cool and warm greys. Konica Minolta was able to provide an imaging solution that integrates with our Mac technology and graphic design programs including InDesign.

Cec Parnell,
Sponge Agency – Creative Director

Contact us for more information:



Free Call: **1800 789 389**

Visit: **www.konicaminolta.com.au**