



Case Study: Herrod Performance

Australia's leading Ford enhancement specialist relies on Brother printers to get the job done



The Customer

If you or someone you know has a high-performance Ford – it's likely that you've heard about [Herrod Performance](#). Since its inception in 1978, Herrod Performance has earned their title as “the” Ford enhancement specialist within Australia and as the leading distributor of performance parts outside of the US. Specialising in tuning and modifying high-performance vehicles, Herrod Performance is widely respected amongst the Ford community for their quality workmanship and attention to detail.

After years of planning, Herrod Performance were given the opportunity to release their very own limited addition car with Ford in 2019. This was a huge honour for Rob Herrod (Owner of Herrod Performance) and the team, as no one else has done this since Carroll Shelby's collaboration with the brand. With only 500 existing in the world, the Herrod Performance Super-Charged Mustang R-SPEC is a true testament to the hard work and drive of the team and their commitment to quality.



Herrod
PERFORMANCE

The Challenge

In a busy workshop environment where customers are leaving their pride and joy in your hands, you need to go the extra mile to ensure that the job is done right - first time, every time. It's important to instil a high level of confidence within your customers, and this begins with having a professional approach.

During the development and planning phase of modifying a vehicle, the team needs to print out high-quality plans and templates for vehicle graphics to ensure work is carried out correctly and to the highest standard. They also need a professional way to present clients with their vision for the vehicle to ensure that they're on the same page and, in turn, make changes to the plan as required.

Having these printed by a third party wasn't a viable option. Not only would this increase wait times, but costs could soar if changes needed to be made and reprinting was required. Herrod's needed an on-demand, in-house printing solution that had a professional output, minimised downtime and was cost effective to run.

In addition to printing plans and templates, they also needed a solution to help them keep on top of the large amount of client paperwork and packing slips for orders placed via their online store. They needed a printer that was no nonsense, easy to set up, printed the required paperwork efficiently and didn't cost a fortune to run and maintain.

To help keep the workshop organised and running smoothly, Herrod Performance were also looking for an uncomplicated and easy to implement system to help identify pre-production vehicles and car parts. Using physical labels to do this was an easy decision, however finding a solution that was also durable enough to withstand the workshop environment without damaging the vehicles was a challenge.

Another major factor was the versatility of the required labelling solution - when it wasn't being used in the workshop, it needed to seamlessly transition to working in the office, printing shipping labels for Herrod's online orders and assisting with other labelling requirements around the office. Challenge accepted!

“Our complete in-house printing solution from Brother has been a game changer!”

- Brett Matthews, Technical Specialist at Herrod Performance





The Solution

After discussing their needs with the Brother team, it was identified that Herrod Performance would benefit from adding three new printers to their workplace – each with their own functional benefits.

The first was an inkjet multi-function printer that could print the high-quality plans and templates required. Built to excel in demanding work environments, Brother's [MFC-J6530DW](#) was the all-in-one workhorse ready for the challenge. Complete with A3 functionality, it supported the printing and scanning of large scale plans and templates easily, and in vibrant colour with the help of genuine Brother inks.

The second was a laser multi-function printer with a no-nonsense approach to managing a busy office. While the [MFC-L8900CDW](#) could print, scan, copy and fax quickly and efficiently; it also featured advanced paper handling and sophisticated wireless capabilities. These features made it the perfect solution for handling the large volumes of client paperwork and packing slips received daily, without breaking a sweat.

A versatile, wide format professional label printer was also recommended to the team at Herrod's to complete their organisational transformation. One of the huge benefits of adding a [QL-1100](#) to the workshop was its unrivalled versatility that ensured it transitioned from the workshop

to the office environment seamlessly. Printing labels for pre-production vehicles and parts in the workshop was a breeze, as the durable die-cut labels could be affixed to and removed from the windscreen without causing any damage. With its wide format functionality, the QL-1100 could also print labels up to 102mm wide, making it perfect for printing shipping and postage labels for their online store orders.



MFC-L8900CDW

The Products

Multi-Function Centre

[MFC-L8900CDW](#)

Multi-Function Centre

[MFC-J6530DW](#)

Wide Format Professional Label Printer

[QL-1100](#)

Labels: White Continuous Length Film Tape

[DK-22205](#)

Labels: White Large Size Multi-Purpose Label

[RD-S02C1](#)





The Benefit

By investing in Brother machines to keep up with their busy schedule, Herrod Performance ensured that their team was able to work smarter, not harder.

The [MFC-J6530DW](#) handled high-volume printing with ease. It allowed the team to efficiently produce high quality plans and templates that were not only useful for mechanics to use in the workshop but were also to a professional standard that could be presented to clients. In addition to its exceptional print quality, the copy and scan functions made it easy to scan and digitally save sketches, mark ups to plans and draft templates while sharing them via enhanced wireless, mobile and cloud connectivity. All these features combined promoted simple and effective collaboration in a fast paced, high-volume workplace.

The [MFC-L8900CDW](#) was also packed with features that made it perfectly suited for Herrod Performance. Its unique abilities, including high print speeds of up to 31ppm, advanced paper handling and wireless connectivity, meant that it easily catered for the high-volume needs of the workshop. Combined with the use of genuine Brother high-yield toners, the team could spend more time focusing on business-critical tasks, such as printing client paperwork and packing slips, than ordering and changing toner cartridges. Overall, it was the complete package to provide uninterrupted, efficient workflows within the office environment at Herrod's.

By choosing the [QL-1100](#) for their label printing needs, Herrod Performance invested in a machine that ticks all the boxes. Its versatility meant that they didn't need to purchase multiple machines to print labels for use in their workshop and for office administration tasks.

The RD-S02C1 and DK-22205 labels are durable and can withstand wear and tear in the workshop. They are also hassle free to remove from the windscreen of the vehicle without causing damage.

Using Brother P-Touch Editor, a free label design app for desktop PC's and mobile devices, the [QL-1100](#) allowed Herrod's to design and print their own labels using their own templates. Combined with fast print speeds and its wide-format design, they could also easily print shipping and postage labels quickly, which is a huge benefit for their team and the impression they give to their customers.

"Our complete in-house printing solution from Brother has been a game changer!" Brett Matthews, Technical Specialist at Herrod Performance explained. "The team at Brother took the time to understand our needs and recommended products that have become an essential part of making our day-to-day operations run smoothly and efficiently".



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