



Case Study: Box Biz & Chasdor Bindery

Brother provides complete suite of solutions for Presentation Packaging & Book Bindery Manufacturer.

The customer

Since 1929, Box Biz has been perfecting the craft of box making and today offers a vast range of storage solutions, including luxury and presentation boxes. Working under the same umbrella business as Box Biz and also based in Adelaide, Chasdor Bindery Solutions specialise in all facets of bindery, including books, menus, albums, packaging, repairs and much more. These two businesses are defined by their excellence in service and quality, innovation and customisation with every job. For more information, visit <http://www.boxbiz.com.au>.

The challenge

Firstly, it was identified that Box Biz and Chasdor Bindery were currently using printing devices that had high running costs and weren't delivering the reliable performance their business needed. Secondly, it was identified that the business had a large variety of printing needs such as presentation packaging, marketing materials, die-cutting templates / tooling, and printing labels for cartons and pallets. Therefore the business needed a solution that was cost efficient and catered for such a wide array of uses. Additionally it was discovered that they were handwriting on a large quantity of labels, which would often fade easily and/or completely peel off.



**BOX
BIZ**



The solution

The HL-3150CDN was chosen as an affordable, compact and reliable colour laser printing solution. With print speeds of up to 18 pages per minute and offering 2-sided (duplex) printing, Box Biz and Chasdor Bindery were able to produce quality presentation packaging and marketing materials for their clients. They also purchased two MFC-L2720DW's to complete monochrome printing requirements such as identification and shipping labels for cartons and pallets and general business reporting. Lastly, a PT-1010 was purchased for die-cutting templates / tooling and spines of binderies allowing for a durable, fade-proof and strong adhesive labelling solution.

The benefit

With Brothers extensive range of products, a more tailored solution was able to be developed - a complete solution that met all the business' diverse printing requirements, whilst also improving efficiency and reliability.

"We have used Brother Products for more than 20 years", said Albert Rea, Director of Box Biz Pty Ltd.

"We will continue to do so simply because their products are extremely reliable, economical and produce high quality printing".

The products:



PRODUCT NAME	PRINTER	MULTI-FUNCTION CENTRE®	P-TOUCH LABELLER
MODEL NAME	HL-3150CDN	MFC-L2720DW	PT-1010

Contact us

For more information on this case study or to find out more contact the Brother Commercial Division today:

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