



MBE SUCCESS BASED ON INNOVATION, CANON TECHNOLOGY... & FATE

With the Océ ColorWave 700



MAIL BOXES ETC.®

Design, Print, Deliver... Anywhere!

While the success of Chris Ryder's MBE Brisbane franchise owes much to his forward-thinking approach, hard work and great technology from Canon, the hand of fate has also played a part.



Canon

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FORTUNATE *FATE* AND **GOOD** *DECISIONS*

After landing in Brisbane nine years ago, Chris Ryder is taking his business from strength to strength with the help of Canon's technology and customer support.

While these first lodgings were less than salubrious, Australia itself appealed greatly to the young traveler, and he quickly resolved to stay, applying for a Student Visa and enrolling in a Graphic Design course at the local TAFE, to build on skills he'd developed while working in the US.

On the first day of classes, unfamiliar with his timetable, Ryder stumbled into the wrong room and, in a 'sliding door' moment, sat next to the woman who would one day become his wife. This meeting cemented his desire to make a success of life in Oz and, with his newly-acquired qualifications in hand, he soon found a job with Mail Box Etc. (MBE) franchise in Eight Mile Plains.

The international franchise, established some 35 years ago, has more than 2500 franchises worldwide, with a unique multi-service model, offering mailing, mail box, virtual office, courier and delivery services, as well as e-marketing, design, copying and full print production. In reality, however, Ryder says it's the 'Etc' – the print production – which forms the lion's share of the business.

"I was fortunate to gain experience across all areas of the business at Eight Mile Plains, and to play a part in that franchise breaking virtually every record for a new MBE franchise," Ryder says now, crediting the experience for giving him the courage to branch out into his own Graphic Design business in 2011.

"Canon has been spot on, right from that very first meeting, and I know they have both the resources and the commitment to support me in building my business."



Pictured is Chris Ryder in front of the Océ ColorWave 700

"I kept in close touch with the owner, however, and last September he called to let me know about the opportunity to take over an MBE franchise in the Brisbane CBD. Just two weeks later in October, eight years to the day since I landed in Australia, I became the new owner of MBE Brisbane CBD – which, coincidentally, was right across the road from my first backpackers' hostel!"

With his extensive experience, and the amazing co-incidences which had led him to this point, one may assume the transition would be easy. But, with the store already set up, Ryder was forced to deal with unfamiliar technology – something he readily admits was a challenge.

"Most of the kit was Canon, with much of the production done on a ColorWave 600 machine, and I'd had absolutely no experience with the brand," he explains.

That frustration found an outlet at an industry event weeks later, when by chance Ryder ran into some Canon service technicians.

"It was pure luck to run into them, although I'm not sure they thought they were lucky – I gave them a very frank report on all the things I thought were wrong with their equipment," he laughs.

"To their credit, though, they jumped right on the case and I soon had Canon training me in how to get the best out of the technology. It absolutely turned my experience around – the customer service was amazing."

Recently, Ryder decided to relocate to smaller premises in a better CBD location and called on Canon to help plan for the fitout and advise him on how to streamline and adjust his equipment line-up.

"I asked them for a solution which was not only compact, but versatile and productive – because flexibility and speed are everything when you're trying to meet the needs of a diverse clientele from a small shopfront operation," he says.

The answer came in the form of the Océ ColorWave 700, Canon's versatile 'business in a box'. This productive printer provides incredible media versatility coupled with high job turnaround and cost-effective operation. Using Océ's unique and proven CrystalPoint® technology, it delivers stunning, high quality print results with strong, even fills and superior fine detail, enabling businesses to streamline the production of a very wide range of wide-format print products, while providing the flexibility to branch out into other, higher-margin products.

"The digital and colour technology is outstanding," reports Ryder. "The Océ ColorWave 700 offers an almost limitless stock flexibility and allows us to do everything from basic plan printing and plotting, to high end colour posters, quickly and economically. It's doing an amazing job."

Coupled with this, Ryder says Canon's support made the decision easy.

"Just as MBE's success depends largely on the 'Etc', it's not just Canon's technology, but the 'Etc' – their service and support – that makes all the difference," Ryder says. "That factor is every bit as important to me as choosing the right machine. Canon has been spot on, right from that very first meeting, and I know they have both the resources and the commitment to support me in building my business."

As for the future, Ryder has big plans. As well as the new Océ ColorWave 700, he has recently installed a Canon imagePRESS C800 digital colour production press. Chris has also become the first business in Brisbane to offer 3D printing, a technology he sees as having enormous growth potential.

"I know there's real pressure on businesses these days, but we see that as a good thing. If you keep an eye on the market, understand what your customers need today and what they may want tomorrow, and you're prepared to continually adapt to meet those needs, then you won't need the hand of fate to ensure your success"

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