

Snowman Group & Kyocera

How inkjet transformed a versatile print shop in rural Maine.





Background

Founded in 1932, The Snowman Group is a print provider based in Maine.

Over time, this family business has grown, and The Snowman Group is a hybrid commercial printer, working in industries such as, direct mail, large format, engraving, and transactional print services. Serving everyone from large banks to individuals launching startups, Snowman Group does everything from political signs and brochures to personalized stamps, nameplates, and sensitive bank statements. In short, anything that arrives in the mail could come from The Snowman Group.

Due to their remote location, they've had to become incredibly versatile and self-reliant.

While they offer a wide range of services, they demand the same quality and reliability through all of their printed materials, especially for the time-sensitive world of statement printing.

Previously, the team operated multiple inkjet devices, but frequent breakdowns and maintenance issues across the fleet added unnecessary stress. "We've got so many digital presses or copiers, and they're always breaking," says Rich Armstrong, President, The Snowman Group. That's when Kyocera came into the picture.

The solution

Rich and the Snowman Team came across Kyocera almost accidentally. A new device wasn't on their radar. However, after reading about the Kyocera TASKalfa Pro 15000c in a trade journal, Rich was impressed.

His first impressions only grew when he later spoke with Kyocera representatives at a trade show. "I went over to the Kyocera booth and said, 'You ever heard of that TASKalfa?' And bang, they were on it. Responsive, helpful, and they got me everything I needed."

After visiting a demo site and speaking with references, The Snowman Group decided to purchase the TASKalfa Pro 15000c, and they haven't looked back.

Originally brought in to supplement the company's statement printing capabilities, the device has proven so reliable and high-performing that Snowman Group began migrating additional work from other machines.

"It's one of the only machines we've ever bought that actually does exactly what they said it would do."

Rich Armstrong, The Snowman Group



It hasn't replaced our other inkjets yet because they're still working, but it will. It's more reliable, it's quicker, and the output is just better."

The result

The TASKalfa Pro 15000c quickly became the favourite of operators at the Snowman Group. "My people love this machine. It's easy to operate, it's quiet, quieter than a traditional copier, and it's become one of their favorite machines."

Rich jokes that he knows the machine is a success when he doesn't hear complaints from operators that the machine is down again. The device uptime is one of the things that has surprised him the most. "With other machines, I know the tech's name, where he lives, what he drives. With the Kyocera, I couldn't even tell you who the tech is."

Even without a maintenance contract, the device has performed beyond expectations. "

"We took a chance, and they nailed it"
Rich Armstrong, The Snowman Group



The continued benefit

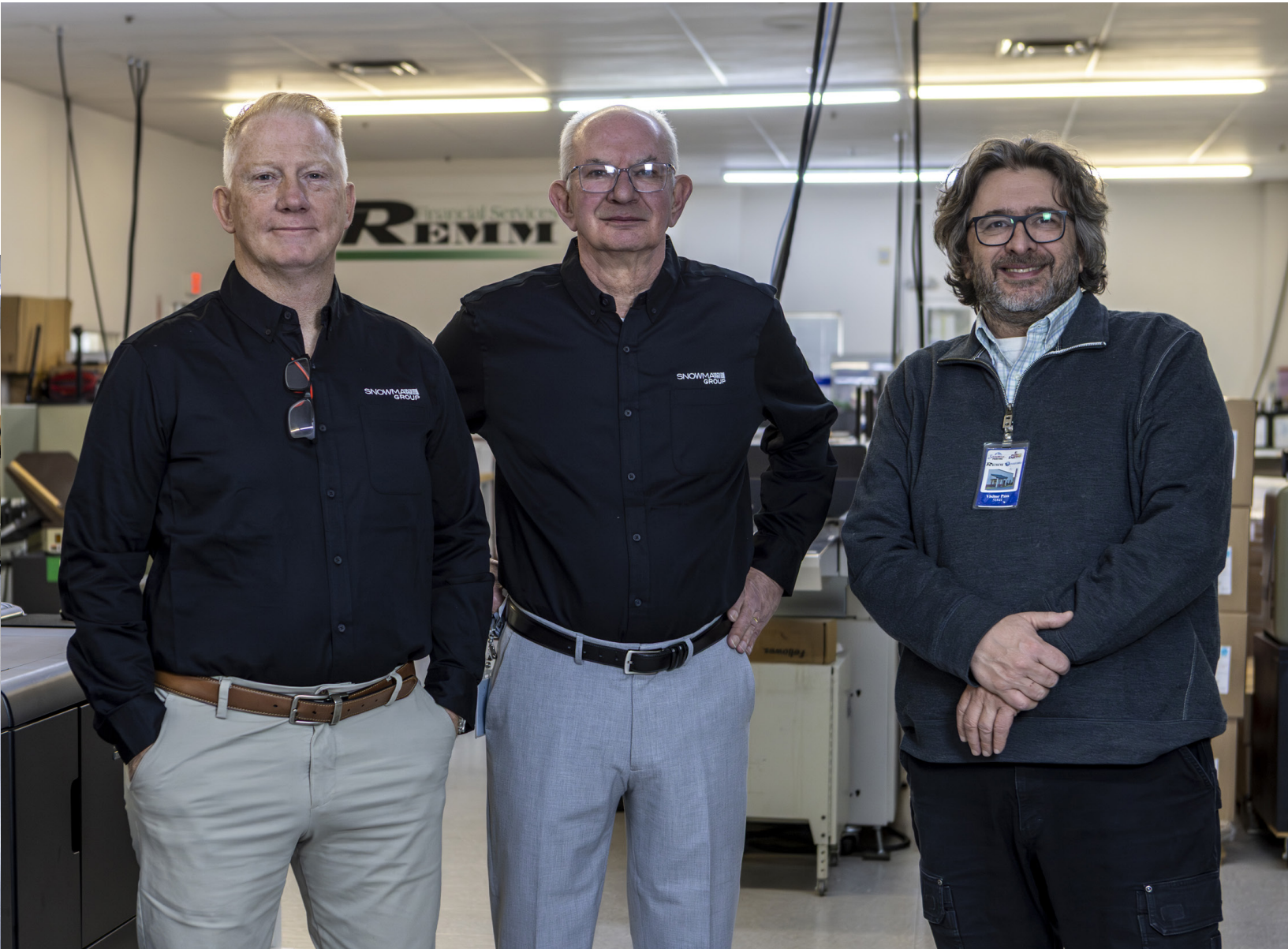
After seeing what the TASKalfa Pro 15000c could do, The Snowman Group was impressed. They have already begun migrating more work to the TASKalfa Pro 15000c.

It stacks well, prints well, and the operators like it," says the Rich, adding, "It's been a great machine, and it's helping us grow."

"I'm really looking forward to the future with Kyocera."

Crucially, the Kyocera device has also delivered serious operational savings. "The cost of operation is so much lower than a traditional copier," which, in part, is due to the absence of the usual failure-prone hot fusing units.

"You really want to consider this machine because it is a beast and it prints"
Rich Armstrong, The Snowman Group



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