

TOSHIBA



SUCCESS STORY

Reducing chain store
POP production time
using Eco Crystal

Makiya Company operates 80 shops all over Japan. These stores of 5 different kinds including discount stores, supermarkets, and furniture and interior goods shops with signage and POPs produced in-house.

The combination of the e-STUDIO4505AC and waterproof Eco Crystal paper has significantly reduced production time and manpower needs.

Customer: Makiya Company
Country: Japan
Industry: Retail

TOGETHER
INFORMATION

THE CHALLENGE

At Makiya, the Head Office Sales Planning Department handles signage and POP production for all chain stores. After thorough design, they used to print out materials and laminate them for display.

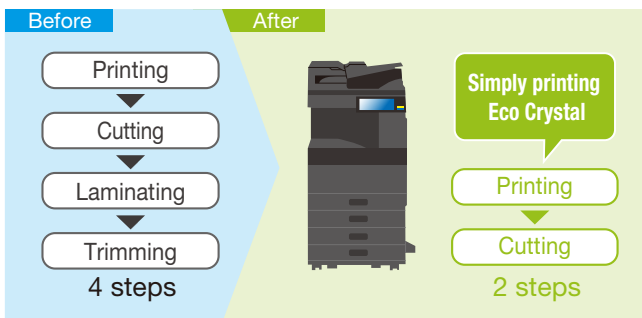
So-called “end POP” materials—the vertical POPs used at the end of a display shelf were a problem. The process took time and effort in four steps. First, special 1,200 mm long sheets had to be printed out. Then each sheet had to be cut vertically to create 4 long narrow sheets. These had to be laminated. Finally, the sheets had to be trimmed and finished.

Since even a slight misalignment prevented successful lamination of longer sheets—only two sheets could be done at one time.

As a result of the various steps required and the problem of lamination, productivity was low.

THE SOLUTION

However, Ms. Kyoko Ohashi of the Sales Planning Department introduced the Toshiba e-STUDIO4505AC, which is compatible with a range of special kinds of papers and also waterproof Eco Crystal paper. This reduced POP production time by half.



THE RESULT

At store openings and store renewals, a large number of “end POPs” had to be produced fast, which was difficult considering the limited time.

In fact, the need for extra POPs can arise unexpectedly just before a store opening. That meant some staff people had to be kept on standby ready to process them.

“It was a big surprise to find you can create high quality POPs simply just using Eco Crystal paper and the e-STUDIO4505AC. Laminating long strips of “end POPs” used to be difficult and stressful—but now we do with a single long sheet of Eco Crystal paper. The color is natural and vivid and the sheets are thick and strong so the printout can be used as-is without lamination. Pink shades are especially beautiful. So, we are proud to use these Eco Crystal POPs for our cosmetic corner.”

Ms. Ohashi was very pleased with the results.



POPs printed on Eco Crystal paper

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