

# TOSHIBA

## SUCCESS STORY

Rexnord needed a supplier that suited their needs better - to lower costs and increase their abilities.

Customer: Seller, support & service of industrial power transmission systems

Country: Australia

Industry: Manufacturing



**TOGETHER**  
INFORMATION

## THE CLIENT

Rexnord Australia ‘keeps industry moving’ by selling, supporting and servicing a range of industrial power transmission systems, gear drives, bearings, couplings, industrial chain, brakes, and a wide range of conveyor components.

Printing is an essential part of their business process - particularly detailed, A3 sized CAD drawings, as well as shipping labels for sending their products out to clients.

## A BETTER WAY

Rexnord first engaged with Toshiba when they discovered Aqua Ace, a water, oil, and chemical resistant paper which is perfect for printing plans in a workshop environment. However, in discussions with their account manager, Gus Cheney, they saw that there was a lot more that Toshiba could offer.

From their discussions with Gus, Shane Rock, Managing Director, and Spencer Watts, NSW Operations Manager realised that the print contract Rexnord had with their current supplier was not suited to the needs of their business and that Toshiba could offer a much more attractive alternative.

## THE CHALLENGE

Rexnord realised they were paying considerably more than they needed and creating a lot of unnecessary cost every year. They were also finding productivity hampered by the speed of their printers and were interested in faster machines. Everything they heard from Gus led them to want to explore options further with Toshiba.

## TRIALLING A NEW APPROACH

Even so, Rexnord took things cautiously, gradually building up a relationship of trust with Gus. Toshiba gave Rexnord the ability to prove for themselves that there was a better approach. They provided a couple of machines, under an arrangement that had a stand-alone rental payment, and a separate per-copy payment for printing.

The evidence spoke for itself. Rexnord could clearly see that moving from a fixed to variable printing cost model was the best financial solution for their business. A ‘pay per page’ model was much better aligned with their needs, and it was helpful to be able to separate the variable print cost from the fixed rental cost. The new Toshiba printers were faster, and increased business productivity too.

“Toshiba were the first company to sit down with us and work out a total cost of ownership, so the cost benefit was what drove the original decision to change suppliers”, explains Shane.

## THE SOLUTION

Once Rexnord were convinced, Toshiba provided support to help Rexnord exit their existing contract and expand the trial solution across the whole business, also including new label printers.

Rexnord are delighted with their decision to switch suppliers and pricing models, and are enjoying the benefits:

- They pay only for what they use - no wasted costs
- Rexnord has complete transparency of operational costs, fixed and variable
- Toshiba cost per copy is highly competitive, contributing to lower expenditure
- Faster printers are driving greater productivity

## THE RESULT

“The performance of the machines themselves has been faultless, we’re getting faster printing which is important for the projects team and we’ve had very few technical issues anywhere in the country” says Shane.

Spencer adds “Gus provides excellent customer service, he’s always available to discuss any issues we have and he’s a great asset to Toshiba.”

## THE RIGHT DECISION

Having had such a successful start to their partnership with Toshiba, Rexnord are now looking to extend the trusted relationship by looking at some of the other solutions that Toshiba can offer, particularly around scanning automation and digital document management solutions.

Shane sums up: “Making the change from site based contracts to a national supplier with quality products like these has meant that this is the first time I’ve had to think about our printers since our change to Toshiba.”

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