

# CASE STUDY

**CLIENT:** MGA ENTERTAINMENT **EQUIPMENT:** PHOTOCOPIERS **INDUSTRY:** MANUFACTURING

## MGA Entertainment drastically increase their print productivity

The team at MGA Entertainment, like most companies, has a steady stream of printing and copying which increases at key times of the year. However they'd acquired a virtual employee in the form of the service engineer for their printers and copiers. It was time to change.

MGA Entertainment is a leading producer of some of the best loved children's toys, including Little Tikes, Bratz and Lalaloopsy. Founded in 1979, it has revenues of over \$2 billion and 1,100 employees – including those at its UK headquarters in Milton Keynes.

Historically, the IT function in MGA sourced their printers and copiers and had selected a manufacturer and supplier for 2 photocopiers to serve as general purpose devices in the Milton Keynes office. However there were a high number of service visits which resulted in a lot of downtime that negatively impacted the productivity of MGA's team. The service engineer was present so often, he practically became an employee.

With MGA selling in to retail, May and December are critical months of the year and presentations on the next top selling lines are printed for use in meetings with their customers. Not having a functional printer at these times was not an option for MGA.

easycopiers, who are located in the same area of Milton Keynes had been persistently speaking with MGA about providing better quality equipment and service, and so MGA turned to easycopiers to ask for help.



Both poorly performing devices were removed and replaced with new Develop Ineo+ 258 copier/printers. Installation went smoothly and everything was in place and up and running within 5 days of signing the contract.

Lisa Ferguson, Executive PA at MGA comments that “At MGA we give great

customer service. And we expect to see that from suppliers, too. easycopiers delivered a fast and hassle free solution and you can't ask for better service than that.”

Now, MGA will be able to print their presentations without fear of a breakdown and that ensures plenty of fantastic toys on the shelves delighting children all over the UK.

Want to find out how your company can achieve similar results?

- Visit our website: [www.easycopiers.net](http://www.easycopiers.net)
- Email us: [info@easycopiers.net](mailto:info@easycopiers.net)
- Call us on 0844 583 2800