

# CASE STUDY

**CLIENT:** SAFETY CENTRE MK **EQUIPMENT:** PRINTERS & COPIERS **INDUSTRY:** TRAINING/EDUCATION

## Simplifying in-house print to improve external communications

'Hazard Alley' was the first purpose-built safety education centre in the UK, designed to give young visitors a unique interactive learning experience. Promoting this experience and offer safety related courses for adults needed a simple, high quality and reliable method for document production in-house.

The Safety Centre, through its experiential tours in a 'life size' village called Hazard Alley gives young people the opportunity to develop vital knowledge and strategies on how to stay safe.

This special charity also offers health & safety related courses for adults as well as being a very different and unique space for hire.

With over 15,000 visitors a year and a goal to get that well over 20,000, the Safety Centre produces flyers, posters, letters and more in-house to promote itself, printing copies as required for particular events and activities with customised content.

This lowers costs with no up-front design and print costs that can't be changed at a later date. With more focus on online promotion, good quality prints are more than sufficient for the Centre's needs.

In addition, face-to-face contact with people is an effective means of communicating with their target audiences, whether with teachers at a conference or on a stall to recruit volunteers. A good quality, low-cost hand out works well.

To produce this collateral, and be more responsive and flexible, the Centre wanted a

more capable printer/copier. Thanks to an existing good experience with easycopiers and a desire to work with other local companies where possible, the Centre asked for an upgrade.

A Develop ineo+227 was placed with the Centre with no increase in costs of equipment or service.

As a result the Centre is now able to produce its collateral without delay. Jo Green, Centre Director, says "You can now just print and collect rather than wait." Efficiency and speed is increased.

And when asked about renewing with easycopiers, Jo comments "When you're looking for someone to work with, it's not always about price. It's the relationship you have with them—it's about reliability and trust." A key item is responsiveness: "Due to having helpful staff and

being local, any issues can be resolved in minutes not hours."

If you're based around Milton Keynes and would like to volunteer time further developing this worthy charity's communications such as social media, PR & marketing, visit their website at [www.safetycentre.co.uk](http://www.safetycentre.co.uk)



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