



Brother delivers a reliable, resource saving MPS solution for Imerco retail stores

Service is important to Imerco. After positive experiences with Brother from a previous collaboration on a labelling solution, they got in touch again when they were in need of a new printer fleet.



Reliable, efficient laser printers

Hardware retailer Imerco has more than 160 stores across Denmark. They also sell online, and the stores can receive online orders and send products directly to customers. Therefore they need printers in their stores: one within the actual store for printing invoices and online orders, and one in the back office for their signage, shelf edge labels and general printing requirements.

Imerco had previously tried other printer brands but felt that their machines caused problems. For instance, the paper trays broke. That's why they changed printer suppliers every 18 months or so.

They also used to purchase their own supplies for the printers, which was both expensive and time consuming. At this point Imerco wanted to find a stable, more long-term solution.

Imerco already had a positive collaboration with Brother on a label printing solution, so it was only natural for them to ask about a printer programme.

After establishing their printer requirements, Brother helped Imerco identify the most suitable printers: the HL-L6450DW and MFC-L6950DW. Both models were chosen for their durability and high quality.

“The new Brother printer is amazing! Seriously, I never imagined I’d be SO HAPPY about a new printer.”

Imerco Store Manager



Overview

The challenge

Imerco needed a reliable, cost-effective print solution for their retail stores. They needed two printers for each store. Imerco were also looking to reduce costs for toner and other supplies.

The solution

The client chose an MPS Enterprise solution with a Service in Click agreement for two of Brother's most operationally reliable laser printers. The solution includes automatic ordering and delivery of supplies, all wear parts, and an extended warranty of up to 10 years*.

The benefits

Thanks to the MPS solution, Imerco automatically have toner and other supplies delivered on time, and only pay for the pages they print. The extended warranty means that the printer is replaced if a problem should arise that cannot be resolved over the phone.

* Until the machine reaches the end of life, max. 10 years.

MPS agreement

With an MPS agreement (Managed Print Service), you save money on printing, as you only pay for the pages you print.



There are no minimum print requirements and no hidden costs, so it's easy to keep an eye on your printing costs.



Supplies are ordered and delivered automatically. The printer will send an order when they're running low.



A Service in Click agreement includes delivery of all necessary supplies (toner, drum unit, waste toner box and belt unit), along with an extended warranty of up to 10 years*. This means your printer will be replaced if there's a problem that can't be resolved over the phone.

Service, support and extended warranty

An important aspect for Imerco is the service and support Brother provides.

“We get an excellent service. Brother always take good care of us, and problems get solved straight away. It genuinely feels like we’re Brother’s most important customer.”

Jacob Hansen,
IT Operations Manager at Imerco

Imerco has chosen an MPS Enterprise solution for the two printers, which means they get the best possible service, support and economy.

With MPS, toners and other supplies are automatically ordered and delivered at the right time, and at a much better price than before.

The switch to a Brother MPS solution has reduced Imerco's overall print costs by around 30%.

MPS Enterprise is a comprehensive service tailored to the specific printing needs of a business. No matter if you are operating from several locations or having complex printing and document management needs, Brother is at your side and always ready to help.

Read more about Brother Managed Print Services:
brother.dk/mps

