

**Rubber industry**  
GUMIIMPEX



# MANAGEMENT OF PRINT SERVICES AND OPTIMIZATION OF COSTS IN GUMIIMPEX

The Company Gumiimpex GRP d.o.o. is one of the largest recycling facilities of used pneumatic tires in the Adria region as well as one of the largest distributors of the pneumatic tires in Croatia. The company has replaced the obsolete printing infrastructure with the up-to-date Canon solutions for management of the printing services and with the new generation of the multifunctional devices. Besides the significant reduction of the costs, the company has succeeded in increasing the productivity while the solution relieved the IT department and brought more discipline to the usage of the equipment.

**Company name:**

Gumiimpex-GRP d.o.o.

**Activity:** Rubber industry

**Founded:** 1970

**Location:** Varaždin, Croatia

**Services:** Production of technical rubber products, retreading tires for cargo vehicles and waste tire recycling

**Internet address:**

[www.gumiimpex.hr](http://www.gumiimpex.hr)

**Targets:**

Lower the printing costs, implementation of the centralized management of the printing services to improve the control.

**Challenges:**

- Reduction of the reaction time for support
- Reduction of the consumables stock
- Reduction and replacement of the infrastructure with more efficient equipment made by a single manufacturer
- Improved control over who and how much is printing

**Approach**

Installation of 18 Canon multifunctional devices and use of uniFLOW document output and management software.



See the bigger picture



50% more pages  
are printed in  
duplex mode

““””

I was convinced that a smaller multifunctional printer could meet the demands of six employees in the accounting department. Later, however, it was found out that those six persons annually produce 80.000 prints and that was too much for such a device!

Marko Granić, manager of the IT department

Even in those circumstances, Mr. Granić tried to implement more order: “I was convinced that a smaller multifunctional printer could meet the demands of six employees in the accounting department. Later, however, it was found out that those six persons annually produce 80.000 prints and that was too much for such a device!”

The printer fleet without a centralized management did

Gumiimpex - GRP d.o.o. is a manufacturer of rubber-technical products and a recycling facility, with a 50-year tradition. Besides being the manufacturer of various rubber products from the recycled waste pneumatic tires, such as fenders for harbours and playgrounds from granulate, the company is not only one of the largest distributors of pneumatic rubber tires for trucks and buses, but they also refurbish used tires.

During the recent years, the company has recorded an outstanding development and quick increase in the number of employees which within the last 5 years has been increased by 100 and is now approaching 400. They do not hide their ambitions about the cooperation with Western Europe since they are the leaders in the industry in Croatia and in the wider region as well.

In view of the fact that they own the largest solar power plant in the country, the differentiator of the Gumiimpex is also their self-supply with energy from renewable sources. They regard themselves as an ecologically sound company.

### Considerable loss of time and accumulation of the stock of consumables

When five years ago he joined the company in the capacity of the manager of the IT department, Mr. Marko Granić understood that, due to the out-of-date printing infrastructure, considerably more of his time would be needed to offer support to the customers than to develop the informational technologies needed to support the business functions of the company.

The company owned 31 printers, of different models and brands. The infrastructure was too large and inefficient and set up in such a manner that one printer was connected to one computer and then shared by three or four users. Distribution of the printers was unequal, and some of them were thus constantly overloaded. Even though the devices had the adequate capacities, they were nevertheless not able to produce the necessary number of prints.

**Canon**

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In the past, we were not able to measure anything and we therefore did not have a corresponding comparison of the printing costs. Now every month I receive an exact report on how many prints were made by the individual department and if I find a deviation, I can easily check the reason.

Marko Granić, manager of the IT department

not enable the control over the consumption, and the result was unsystematic and disorderly purchasing of the consumables that, moreover, were not original. This was especially problematic with the colour printers the servicing or repair of which when out of order or defective did not pay off, and the result was also a large number of unused toner cartridges for specific devices.

The IT department did not have an insight in real time into the usage of each individual device and into its status until they received such information from

the users. Therefore, it was impossible to plan or at least anticipate the service interventions.

“The greatest challenge the IT department faced was the fact that each printer had its own driver; this means that it is extremely difficult to proceed when something goes wrong, while the absence of the centralized control also demands a lot of time,” explained Mr. Granić.

## Solution

With Canon’s authorized partner b.t.c. they agreed to a one-month testing period of Canon imageRUNNER ADVANCE C5235i. Because of the good results with the devices Canon imageRUNNER ADVANCE C5235i and thanks to the excellent support from the partner b.t.c. they have ordered a detailed assessment of the printer fleet and print behaviour using Canon specific tools and optimization proposal.

Although the financial part of the new solutions had to be taken into consideration, IT department gave priority to the functionality of the devices and to the lesser number of strategically located printers so that their shared operation could effectively limit the number of failures and prevent the loss of productivity.

By using the output and document management software uniFLOW they intended to prevent unreasonable printing, which they succeeded to achieve also by limiting colour printing. It is no more possible for the documents to be printed in colours unless colour prints are absolutely needed. Production and marketing departments have at disposal a colour printer, but everyone who wanted to make a colour copy had to explain the reason for it.

“In the past, we were not able to measure anything and we therefore did not have a corresponding comparison of the printing costs. Now every month I receive an exact report on how many prints were made by the individual department and if I find a deviation, I can easily check the reason. I expect the employees to be able to justify their consumption,” says Mr. Granić and adds: “It’s interesting to see how the awareness that there exists a control influences the people to change their way of work.”

In Gumiimpex there had long been a habit to print all emails, which later often ended untouched on the printers or in the garbage. “After

27%

Reduced  
printing costs



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Now I deal with the printers 90 % less than before. We lowered the printing costs, replaced old devices with top-quality equipment at favourable prices and enabled control over printing.

Marko Granić, manager of the IT department

implementation of the user identification with PIN-numbers and control cards, the behaviour of the employees changed and previous practices became limited in spite of the initial objections. And so the prints are becoming less numerous from month to month,” explains Mr. Granić.

In December 2016 Gumiimpex installed 18 Canon devices in total, 8 units of imageRUNNER ADVANCE (C5535i, C3325, 400i) and 10 units of imageRUNNER devices (1435i/iF/P and C1325i). In January 2018, a wide format printer imagePROGRAF 770 was added to the fleet, which is used for technical documentation printing.

The devices were installed based on working groups, their needs and with a view to ensuring their smooth operation in case of failures (redundancy). Additionally, at the locations where the stand-alone fax is still in use, it was redirected to the e-mail. With the new solution they monthly produce between 50.000 and 60.000 prints on average, but they are charged on a click basis.

User training was the essential part of the introduction of the new solutions, not only in the view of data protection, because of the needed GDPR compliance, but also because the working practices needed to be changed. Even the possibility that the workers themselves can scan the documents and send them to the e-mail address meant a major difference in the usage of the equipment.

### Canon Smart Printing

“Canon devices proved to be of the highest quality and very durable. To me, the most important thing is that they require very little of my attention. The devices are managed centrally and none of them has

ever run low with toner without us having a replacement provided at the right moment. With Canon, printing has become much smarter in Gumiimpex,” said Mr. Granić.

Canon solution provided the following improvements and advantages:

- Within six months, the printing costs have been reduced by 27 %
- After the implementation of the printing control and management , the number of prints has reduced by 16 %
- The number of colour prints has doubled because marketing department prints all their material up to size A3 in-house but still the cost per print has decreased.
- 50 % increase in the amount of double-sided printing, and with the stricter control over printing this amount is even expected to increase.

“I cannot even imagine returning to the old practices of purchasing the consumables. With the Canon solution we always have toners at disposal when we need them and now we even use only 3 instead of 15 different ones. I do not need to worry about how to replace an unused printer or about how to install new management software because we also provided for the corresponding redundancy,” says Mr. Granić.

**Canon Europe Ltd**  
3 The Square  
Stockley Park  
Uxbridge  
Middlesex  
Velika Britanija  
UB11 1ET  
Tel: +44 208 588 8000  
Fax: +44 208 588 8001  
[www.canon-europe.com](http://www.canon-europe.com)

**Canon Croatia d.o.o.**  
Kovinska 4a  
10090 Zagreb  
Croatia  
Tel.: +385 1 5579 843  
[www.canon.hr](http://www.canon.hr)

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