

# Print is the PRESCRIPTION

Print is everywhere these days. Charles Walker goes to a local chemist<sup>1</sup> which has a range of digital printing equipment, including a Heidelberg Quickmaster DI

The emergence of the copy shop a quarter of a century ago and their proliferation and popularity today is the result of an increasing demand for local and immediate service with the capability to design and print work at short notice in manageable quantities. Names like Prontaprint and Kwik are known nationwide and are synonymous with services, ranging from leaflets to labels and forms to posters.

So how is it that a small retail chemist based in Southall, west London, is successfully competing for this kind of business – which accounts for 40 per cent of the shop's turnover ? [...]

In 1975 Chana and his two brothers opened their first chemist's shop in Kingsbury, north London. That small beginning has expanded to 16 branches today. Starting with the installation of minilab facilities in 1980, the business developed three years ago to include digital print facilities and has not looked back.

Every one of the shops has copier facilities and can develop and print 35 mm film. But the Southall branch has taken the venture a step further, spurred on by the enthusiasm of one brother, Kenny Chana, who is involved in the day-to-day operation of the printing operation.

He says : 'By extending our facilities and installing such equipment, we are able to provide customers with the opportunity to walk into the shop from the street with a disk and print their own artwork'.

'This might be posters, T-shirts, mugs or glasses. Other typical jobs include flyers for ethnic community concerts and CD covers. Basically, we will print anything and everything, and at reasonable prices. We value our customers and we consider this an important part of our business, albeit very diverse from our mainstream pharmaceutical side'.

'We also handle general printing for local businesses, including airline suppliers and caterers. We are open seven days a week from 9 am to 9 pm, and this comes in very handy for a lot of local businesses.' [...]

In weighing up the merits of their investment in digital printing, the brothers did consider the Indigo and Agfa options, but chose the Heidelberg machine, following a demonstration at Brentford. Kenny says : 'We saw it and fell for it straight away. It is amazingly productive and offers the opportunity for print on demand without sacrificing quality. Also, being a small press, it doesn't take up too much shopfloor space. The DI offers state-of-the-art digital

technology which will mean great advantages.'

Sascha Fischer, digital printing marketing manager for Heidelberg, says : 'The Quickmaster DI is highly productive because it combines prepress and press functions in one machine, eliminating intermediate repro and plate processes. For a run length of 500 one-sided, four-colour prints, the DI needs about 20 minutes.'

The Chana brothers put their success down to several factors. First, their open-minded approach to technology and creating new opportunities, and their independence, which means they are free to choose their equipment and can set competitive prices and margins with no royalty fee to a parent franchise.

Kenny says : 'We have recognised the benefits of investing in digital technology and the advantages it can offer. We have a good sense of what is right for our business, an abundant enthusiasm, sheer determination and we have put in a good deal of hard work.'

So the question is what happens next ? Will it be a Quickmaster for each of the other 15 shops, or perhaps the brothers will branch out further into direct mailing and database management in the near future ?

**British printer  
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<sup>1</sup> In the United Kingdom chemists – also called pharmacists – do not sell only medicines. They offer other products and services.

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**TRAVAIL A EFFECTUER**

- 1** - Rédigez **en français** un compte-rendu du document proposé (200 mots  $\pm$  10 %). Indiquez le nombre de mots utilisés. **8 points**
  
- 2** - Traduisez **en français** le passage suivant : depuis la ligne 80 "Sascha Fischer..." jusqu'à la ligne 90 "...about 20 minutes". **4 points**
  
- 3** - Répondez en **anglais** aux **deux** questions suivantes :
  - 3.1** Why are such local print shops becoming popular ? 60-80 words. **4 points**
  
  - 3.2** Explain why your work placement was or was not profitable. 60-80 words. **4 points**

**L'USAGE DU DICTIONNAIRE BILINGUE EST AUTORISÉ**