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Quadtronix helps Barnardo's give children back their future supported by Canon - Cost savings poured directly back into children's care initiatives

Founded in 1867, Barnardo's - the UK's largest children's charity - is this year marking the centenary of the death of Dr. Thomas Barnardo by celebrating the difference the charity continues to make to the lives of hundreds of thousands of children across the country.

Background

To fulfil its philosophy of giving the most vulnerable and disadvantaged children a better start in life, and the chance of a better future, Barnardo's must continuously attract new volunteers and increase fundraising levels, while simultaneously promoting its children's services. A wide range of collateral is created and distributed by the charity to achieve these goals - from A3 fundraising posters and children's rights leaflets, to Barnardo's bookmarks and A5 volunteer information booklets - all of which carry key messages within high-impact colour designs.


Until 18 months ago, Barnardo's LEaSE (London, East and South East England) region outsourced the production of these hard copy materials. Doing so, however, was proving increasingly expensive for the charity, as well as becoming more and more difficult to manage due to the sheer volume and diversity of work being produced. Consequently, Barnardo's approached Quadtronix, Canon's business partner, to source a cost-effective in-house solution for colour printing and copying; one that would help the charity keep its production costs to a minimum, so that the money saved could be spent on what is most important - services for disadvantaged children.

The Canon solution


Docklands-based Quadtronix provides best of breed document solutions to a vast number of customers across the South East. Reflecting its strong commitment to after sales service, the company is accredited to Canon UK's highest level of customer support, the DSA GOLD Standard. For Barnardo's, Quadtronix recommended a solution built around Canon's CLC3200 colour multifunctional printer (MFP).

Celya Maxted, Corporate Volunteer Development Manager at Barnardo's, comments: "The provision of Canon's colour copier and printer solution in the LEaSE regional office has been invaluable in helping me supply 96 Southern retail shops with fantastic quality volunteer recruitment posters, as well as volunteer policy portfolios for shop managers who do not have access to a computer. The machine is extremely versatile - from annual reports to bookmarks, customer survey questionnaires to enlarged photographs for exhibitions - helping me to adapt the resources I have to a specific target audience, quickly and cost effectively. I could not afford to pay for colour copying and printing external to Barnardo's."





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Significant cost savings

Since installation of the MFP, Barnardo's has benefited from cost savings of more than one-third compared to its previous outsourcing arrangement. The in-house solution produced around 100,000 copies in its first year and created an operating surplus of £5,700. This money was poured straight back into children's services, tackling the most urgent issues that affect children in today's society - such as parenting, homelessness, disability, bereavement and abuse - which demonstrates good stewardship for the charity.

In addition, Canon's solution enables a higher quality of output than previously achieved, which heightens the impact of each document and reflects the professionalism of the organisation. Bringing production in-house also facilitates greater convenience and flexibility for Barnardo's, as well as on-demand printing. Jobs are now processed as and when required, rather than building a stock of materials, which quickly become out-of-date and, hence, of no value.

Higher quality colour output

Barnardo's receptionist Michelle Bitton, the main operator of Quadtronix networked IT solution, is delighted with its performance, output and usability. Michelle says: "There is no comparison with the previous system. The new machine is much faster and easier to use, when changing colour cartridges, for example, and if something goes wrong it tells you on screen how to correct the problem. It also helps with cost management: every office in the LEaSE region has its own code, so it is possible to keep track of who has printed what. Perhaps most importantly of all, the new machine is networked, so that I can instruct all colour print and copying jobs direct from my PC, while still being able to answer the phone. My life is so much easier now!"

Quadtronix sales consultant Terry Mears has worked very closely with Barnardo's during this time, including as a volunteer, which helps his understanding of the charity's exact needs. As a result Barnardo's has been a Quadtronix customer for 18 years and currently has 40 Canon multifunctional printers (MFPs) in the LEaSE region alone. Terry says: "The UK's largest children's charity is deserving of the very best printing and copying devices, which is why we always recommend Canon solutions."

Future developments

Looking ahead, Barnardo's will continue to work with Quadtronix to meet its future colour copying and printing needs via networked Canon solutions. In fact, the charity has recently added High Close School in Wokingham to its network. This means that High Close - offering residential special schooling to boys and girls who have a statement of special educational needs - now benefits from its own colour facility, helping it to promote its children's services more effectively throughout the region. This type of partnership is the shape of things to come, as Barnardo's continues in its quest to give children a better start in life and hope for their future.