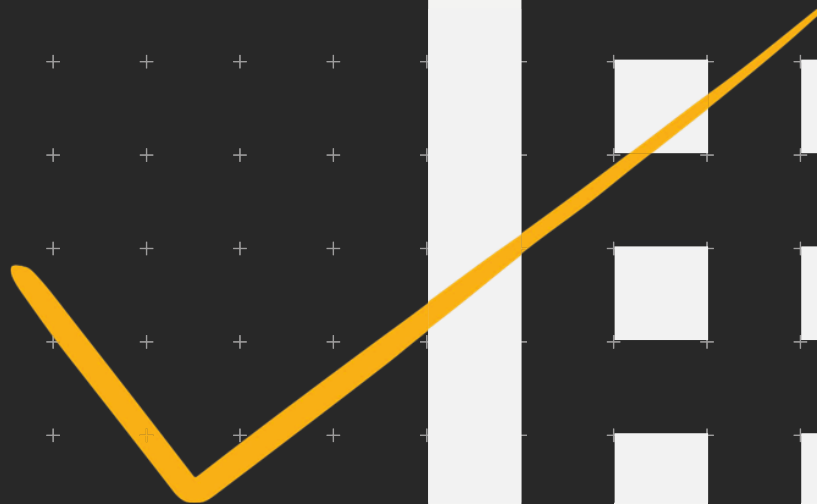


# A new solution for the printing of educational books.



Case Study



Production Print



Through TASKalfa Pro 15000c, the first inkjet production printing solution of Kyocera, DMR Yayincilik A.S. increased its competitive power within the education-printing sector. This solution from Kyocera enabled the organisation to start offering more services to customers in a fast, durable, and economical manner.



## Background

DMR Yayincilik A.S. was founded in 2014 with the aim of acceleration in the book industry and to be the strongest name within this sector. The organisation offers thousands of media options, with the best possible prices, in the fastest way possible.

## The Challenge

- + DMR Yayincilik A.S. needed a solution which could carry out more printing business processes quickly and cost-effectively.
- + The company, which prints education materials for many private educational institutions, wanted to both protect its existing customers, and acquire new customers, by quickly meeting high volumes of book & booklet printing requirements.
- + The company wanted to minimise cost limitations and print-capacity limitations of other inkjet devices it was using previously.

## The Solution

- + Following Kyocera's installation of the TASKalfa Pro 15000c solution, the company now has the necessary option to operate quickly, provide a wider offering, and achieve low per-unit costs.
- + Kyocera's inkjet solutions are equipped to handle 150 pages per minute for A4 print, 1,000,000 pages for monthly print volume, and connected to an ultra-fast Fiery DFE. With these enhancements to its already-wide media offering, the company is running its business much faster and with minimal errors.
- + Regarding finishing options for the device, the company's book and booklet printing businesses operations are optimised – all while eliminating high printing costs.

## The Results

By installing Kyocera's TASKalfa Pro 15000c, DMR Yayincilik A.S provides enhanced technology and high quality inkjet media to its customers, improving the customer experience while expanding the company portfolio. With this inkjet solution from Kyocera, results obtained by DMR Yayincilik A.S include:

- + **A speed and cost advantage, fulfilling the company's expectations.**
- + **Ability and capacity to print high-volume jobs, such as books and booklets, and to answer customer requests quickly and without interruption. This due to the combination of Kyocera's TASKalfa Pro 15000c along with fast and stable Fiery DFE.**
- + **Low consumable costs and avoidance of high printing costs, as the company had faced previously.**
- + **Ability to run all business processes quickly, in a stable way, and with a single device.**

**Fast and cost- effective inkjet technology.**



## Customer Testimonial



"A main reason why we chose Kyocera is that it is an industrial, high production capacity machine, compared to its competitors. Before, we used inkjet devices of another brand, which required us to carry out our business processes with more than one device, due to the low printing speed of those devices. With Kyocera, being able to carry out our business processes much faster, and in a more stable way, was an indicator that we made the right investment. His sincerity, his ability to convey knowledge, and the solution-orientated approach (rather than sales orientated) of Giray Gorur – Kyocera Turkey Industrial Printing Business Development and Sales Manager – were the most important factors in why we preferred Kyocera  
Metin Demir, General Manager

Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organisations put knowledge to work to drive change.

KYOCERA Document Solutions Europe B.V.  
Bloemlaan 4, 2132 NP Hoofddorp, The Netherlands  
Tel +31 (0) 20-654-0000 – Fax +31 (0) 20-653-1256



[kyoceradocumentsolutions.eu](http://kyoceradocumentsolutions.eu)