

**brother**  
at your side

# Making the cut in the global market



How a Kiwi \$100 million dollar export business  
reduced costs and increased productivity with  
Brother Managed Print Services

  
**best for  
business**



## Challenge

To provide New Zealand's largest wood processing manufacturer with a new, fully supported state-of-the-art printer fleet, installed with no interruption to its 24/7 operation and no capital outlay. Technology must provide solutions that support the business' unique requirements, so that Tenon Clearwood staff can focus on its continued operation and growth.

## Solutions

**Brother's Managed Print Services (MPS)  
with Cost Per Page Inclusive (CPP Inclusive)**

Tenon Clearwood's old printers were removed, recycled and replaced with 26 new high-tech Brother printers. All were installed and connected with no downtime or disruption to the business, at Brother's expense. The entire system is remotely monitored by Brother's 7-day a week help desk, with proactive maintenance and consumables replaced before they run out.

## Benefits

Tenon Clearwood now enjoys a modern, reliable print solution that supports its unique needs, requirements and round-the-clock technical support. The company now has first-rate printers with no capital outlay, so it's a pure OPEX offering and 100% tax deductible. Installation was completed with zero disruption to Tenon Clearwood's operation.

**"Tenon needs to put its time and capital investment in high-tech milling equipment and processes to enhance its core business. I've spent no money on desktop printing in six years. That's nil capital spend and that's significant when you're talking about 26 devices."**

**Mark Taylor, General Manager  
– Taupo, Tenon Clearwood**



# Tenon Clearwood Overview & Challenges

Tenon Clearwood's Taupo manufacturing operation is a \$100 million dollar export business and New Zealand's largest manufacturer and exporter of quality radiata pine wood products. Day and night it ships high-grade products, made from sustainable New Zealand pine forests, to North America, Australia and Europe.

The company employs state-of-the-art milling equipment, with capacity to process up to 400,000 tonnes of radiata logs a year, and packs and dispatches all its products direct from site to ensure they arrive in the world markets in top condition.

"Contending with the competitive demands of the export market, Tenon Clearwood must maintain a grip on each and every part of our operation to deliver as efficiently and effectively as possible", Taupo's General Manager, Mark Taylor explains. "Technology and solutions that can support our unique business requirements are a must."

"No product produced on site can leave the company's high-tech Taupo plant without the right paperwork behind it – meaning printing is a core part of the business," Mark says.

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## A Brother Solution

To ensure Tenon Clearwood's technology and printing needs were up to the job, Mark partnered with Brother's Managed Print Services with Cost Per Page Inclusive and has never looked back.

Updating to a modern printer fleet was quick and painless, Mark says. Brother replaced and connected all the new printers with zero downtime or interruption to Tenon Clearwood's business. Plus, in keeping with their combined dedication to a sustainable environment, Brother recycled the outmoded hardware as part of the service.

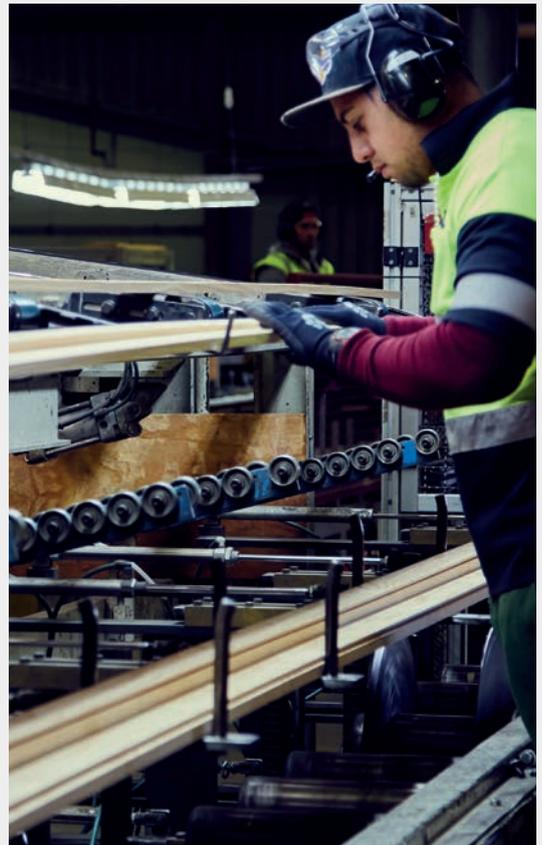
The relationship with Brother has brought realism, functionality and reliability to a part of the business that by necessity should be a no brainer, Mark says.

Tenon Clearwood's Taupo manufacturing site operates around the clock. It can't have any downtime, explains Mark, and that's a key service that Brother provides. Brother's 7-days a week New Zealand helpdesk monitors the printers and proactive maintenance and servicing ensures issues are dealt with either on-site (via their nationwide team of technicians) or by swapping out the printer while repairs are finished.

Mark continues, "Tenon needs to put its time and capital investment in high-tech milling equipment and processes to enhance its core business. I've spent no money on desktop printing in six years. That's nil capital spend and that's significant when you're talking about 26 devices."

This is where the Brother solution really works. "We supply, maintain and monitor a state-of-the-art-printer fleet, with no hooks or hidden costs", Brother Chief Operating Officer, Matthew Stroud says. "The Managed Print Services we provide also rolls the hardware, consumable and service components into an OPEX offering – making payment for the service reliable and predictable, and 100% tax deductible."

Now Tenon Clearwood can continue processing up to 400,000 tonnes of pruned logs for value-added products and growing its worldwide business, without worrying about print jams log-jamming the operation.



# Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise!  
Brother has a team of experts ready to show you how  
Managed Print Services can benefit your business. They will:

- Work with you to review your current printing ecosystem
- Provide a bespoke recommendation to improve the way you work – reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support

## About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support.\*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand – servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

\*According to Perceptive research 2018.