



SMART SOLUTIONS

Canon print solution serves up huge savings for The Red Lion

CHALLENGES

- Difficulty justifying the costs of an old, expensive machine and relevant ink cartridges
- Dealing with the daily struggles of an unreliable, slow printer
- Avoiding the high costs and inflexibility of outsourced menu printing and collateral through third-party printers
- Needing to enhance printed materials to provide a better customer experience, fast

APPROACH

Up and down the country, pubs are facing enormous financial pressure. To stay prosperous, Becky Hall – proud owner of Caythorpe's The Red Lion – was looking for a cost-effective printer she could rely on. With customers to keep happy, bills to be paid and a small independent business to run, Becky turned to Canon to help her raise the bar.

ORGANISATION:

The Red Lion
Public House

LOCATION:

Caythorpe

INDUSTRY:

Hospitality

WEBSITE:

redlioncaythorpe.com

FOUNDED:

2019

RELATIONSHIP WITH CANON:

Began 2022

RESULTS

- Immediately saved a fortune with full-colour prints costing as little as 0.4p compared to 16 – 20p per print
- Reduced admin in a busy hospitality environment
- Boosted efficiency via a robust, reliable machine that's fast and comes with a versatile mix of functions
- Enhanced reputation with quality of printing and the freedom to be more creative
- Improved carbon footprint with more sustainable ink bottles and less waste
- Added peace of mind with a three-year warranty and two years' of on-hand expert support
- Ongoing commercial savings of up to 80%

THE STORY



Loved by locals and out-of-towners alike, The Red Lion is a thriving 17th Century country pub in the picturesque village of Caythorpe, Lincolnshire. Having bought the charming venue two years ago, owner Becky Hall knows the key to running a successful small business

is sharp commercial acumen – and it's clear she's got it in bundles. From back-office paperwork to weekly changing menus, her unreliable and expensive printer regularly let her down and was no longer fit for pub purpose. So, she called last orders on it.

“ THE CANON MAXIFY GX3050 IS GOOD FOR MY CUSTOMERS, GOOD FOR THE ENVIRONMENT AND GOOD FOR BUSINESS. EVERYONE WINS!

BECKY HALL, OWNER OF THE RED LION, CAYTHORPE

LITTLE PRICES, BIG IMPACT

One of Canon's experts identified the Canon MAXIFY GX3050 as being the perfect solution for The Red Lion. With prints costing a mere 0.2p in mono and 0.5p for full-bleed-colour, Becky can easily print 50 or so menus on a Sunday, for 40p instead of the previous £10 hit. The result? A huge difference to The Red Lion's finances.

Along with menus, Becky no longer needs to be stingy with other promotional materials like event posters and bespoke wine labels. Plus, as any small business owner will appreciate, the long-lasting cost-savings extend to back-office prints too, such as invoices and receipts, with a full set of ink bottles producing up to 14,000 prints.

RUN SPEEDS TO RELY ON

From paperwork to pints and pies, the speed of the GX3050 also saves loads of time (handy when you're running a small business with a million and one tasks to do). And even more so when you change your menu regularly to stay relevant and keep customers coming back.

The Red Lion's owner has already had peace of mind restored, thanks to the robustness of the GX3050. From day one, it was goodbye regular breakdowns and hello smooth, heavy use. And with a three-year warranty, Becky knows Canon advisors are there to support her.

CREATIVE QUALITY WITH A SMALL FOOTPRINT



My Canon camera already told me all I needed to know about the brand's manufacturing quality – and the GX3050 has more than met my expectations,” says Becky.

From clear and sharp text on menus to fresh, clean images on flyers, the ink quality and professional finish help her represent her business in the best light. What's more, the versatile, multi-function solution frees her up to be more creative. Armed with scan, design and print capabilities, the GX3050 has everything a small business owner needs.

There's also a sustainability advantage here. Without the waste that comes from cartridges, Canon's ink bottles are recyclable through the Canon recycling scheme, and don't need changing until they're completely empty. So, it's no more 'destination: landfill' and a very welcome carbon footprint reduction.

LOW COST, FAST, FLEXIBLE AND SUSTAINABLE, THE CANON GX3050 GIVES THE RED LION QUALITY PRINTS ON TAP.



THE CANON SOLUTION

- Canon MAXIFY GX3050

Get in touch to find out how Canon
can support your business needs
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Canon