

**Company Name:**

Forever Rose

Industry:

Gifting

Founded:

1999

Location:

Dubai, United Arab Emirates

Services:

Personalised gifting

Website:

www.MyForeverRose.com

FOREVER ROSE FLOURISHING TOGETHER

Objective

- Find a quality low cost, high volume printer
- Align with a brand with similar values

Approach

- Find a printer able to meet the challenge

Challenges

- High number of cartridge purchases
- High and increasing print volumes
- Significant print costs

Results

- Huge reduction in cost per print
- Unparalleled quality
- Fuss-free connectivity



FLOURISHING TOGETHER

Forever Rose began its journey in 1999 in London. The flowers that bloom across the summer months in Belgravia provided the perfect inspiration for a business supplying lifelong roses to Royal palaces in The United Kingdom and Belgium. With headquarters in Dubai, Forever Rose is now a one stop complete luxury gifting boutique concept with long-lasting roses, premium chocolates and specially selected perfumes and Ouds.

500

staff with print output increasing

60-70%

reduction in print costs

Diverse print requirements:

- Invoices
- Commercial documents
- Contracts
- Customer photos



We decided to go with Canon because we felt there were no other options to give us the best possible quality.

Ebraheem Al Samadi
Founder, Forever Rose

Significant challenges

The global expansion of the business meant that Forever Rose was employing over 500 people. With the majority of these regularly performing administrative duties, the daily printing obligations were proving significant.

With this magnitude of output required, the existing laser printing system was often running out of toner cartridges which meant constant reordering and an ever increasing pressure on the cost base. Balancing the need for consistently reliable high productivity output while bringing printing costs down were factors that owner, Ebraheem Al Samadi, was determined to address.

But addressing these alone were not enough.



Canon solution

Ebraheem was certain that to achieve Forever Rose's ambitions expansion plans, it was important to align with a company that could live up to the prestigious brand he'd cultivated at Forever Rose. By choosing Canon and the MegaTank printer, he was able to achieve all his targets simultaneously.

"When it came to developing a sophisticated and beautiful printing process, we decided to go with Canon because we felt there were no other options to give us the best possible quality," says Ebraheem Al Samadi.

The MegaTanks - integrated, easily refillable high-yield ink tanks - allow Forever Rose locations to reliably print much higher volumes without being duly concerned about running out of ink or costs escalating. The front-facing integrated ink tanks makes keeping a close eye on ink levels simple. And thanks to the enhanced bottle design, refills are quick and easy when it's time to do so. In fact, in some locations, the MegaTanks have not needed refilling in over 6 months. Hardly surprising, when you consider that just a set of 3 black high-yield bottles are capable of printing up to 18,000 pages.

Importantly, they do so while reducing the cost of each printed page. International Commercial Director, Asim Hussain, takes up the story.

"We print on a daily basis - invoices, commercial documents, contracts - and high volume printing at an affordable price was a major consideration in choosing the Canon MegaTank printer."

The versatility of printed output that Forever Rose has been able to benefit from is a direct result of the MegaTank printer's impressive print quality. The black pigment ink is ideal for printing everyday business documents at low cost, while the high-quality dye-based colour inks allows for beautifully smooth and natural photos - something that Forever Rose has exploited. When gifting a lifelong rose, customers can now choose to include a personal photo - impeccably printed on the Canon MegaTank printer - to create a stronger, more emotional connection with the intended recipient.

The Canon MegaTank printer fits in with the way Forever Rose operates and not the other way around. A large part of this is the Canon PRINT app, which makes remote printing effortless. Staff can team up their smartphone to print directly to the device without needing to be sitting at a PC.

"Sometimes things are last minute and you're not necessarily at a desk...and that's very handy when travelling between locations, offices or stores," as Asim explains.



Forever Rose aims to not just sell romantic products, but joyful moments that can be cherished for a lifetime.



Side by side

Ebraheem is confident about the future with bold plans in place to achieve a ten year forecast that will see Forever Rose share more cherished moments internationally.

"I'm proud to say that Canon will be by our side in our journey, accomplishing one major boutique in each major city in the world," states Ebraheem.

Undoubtedly, the Canon PIXMA G Series printer will be a key player in the decade to come.



We have seen a significant cost saving compared with the laser toner we were using before, reducing costs down by sixty to seventy percent.

Asim Hussain
International Commercial Director, Forever Rose



To watch this Forever Rose story, please visit canon-europe.com/xxxxxxx

Canon