



Company Name:
Premier Insurance

Industry:
Insurance

Founded:
1983

Location:
Harrow, London

Services:
Portfolio of insurance products

Website:
www.premier-insurance.net

PREMIER INSURANCE INSURING THE FUTURE

Objective

- Reduce running costs with a dependable, productive printer

Approach

- Find the best solution to address fast-growing business needs

Challenges

- Constantly replacing expensive ink cartridges
- Running out of paper and ink causing unnecessary downtime
- Variable print quality impacting brand perception
- Unable to print on media beyond plain paper

Results

- Reduction in cost per print
- Efficient printing that supports business processes
- Improved print quality and brand perception

Canon



Resources need to meet demand

Rapid growth however brings challenges. Not least, business resources keeping pace with demand, as Anik elaborates:

"Some of our printers didn't connect wirelessly and we wanted to make things seamless, without having to deal with hazardous wires everywhere. On top of this was the problem with ink yield, we were constantly wasting time reordering expensive cartridges and refilling paper."

Prospecting is a key part of daily business – presenting to customers and leaving sales literature behind. But the existing printers only worked with standard office paper and the print quality was proving average at best.

All factors potentially leading to lost business.



INSURING THE FUTURE

Premier Insurance has been providing insurance products to its clients since 1983. Until a few years ago, the business operated as a one-man band. That was until Anik Islam took the reins, with an ambition to “shoot for the stars.”

It's proven more than just a heady ambition: growth is rapid, with Premier Insurance now a leading UK intermediary insurance provider, with little sign of slowing down.

Canon solution

Anik undertook a lot of research to try and find a solution that met their diverse needs: high productivity, connectivity, high yields and print flexibility.

"When we discovered the Canon PIXMA G Series, it seemed like it could answer all our problems," says Anik.

The PIXMA G Series incorporates an intuitive LCD user interface, is equipped with a 350-sheet capacity and is capable of automatic double sided printing – ideal for Premier Insurance's busy office environment. While the ethernet capabilities enable high-speed secure connections across the local office network.

Crucially, the Canon PIXMA G Series employs refillable high yield ink tanks which ensure non-stop productivity at a lower cost than comparable printers. This means up to 18,000 pages can be printed from just 3 black ink bottles which has made a transformative difference, as Anik highlights.

"It's completely streamlined the administration side of the business. We have no interruptions and the yields are so high. We're not constantly ordering ink so we're keeping costs down and the ink's easily refillable."

The PIXMA G Series handles a diverse range of media – plain paper, envelopes, card and photo paper in sizes ranging from 3.5 inch up to A4. And it also features a 2-way paper feed which means envelopes can be accommodated in the rear feed while plain paper is catered for in the front cassette. So, there's no need to swap between the two, saving valuable time throughout the day.

The black pigment ink is ideal for printing professional business documents at low cost, while the high-quality dye-based colour inks are perfectly suited to customer-facing collateral – printable in-house without the need for an external printing company.

These powerful new capabilities have helped push Premier Insurance's business to a different level with the employment of a new brand identity. Certificates, marketing materials and envelopes are now all printed in supreme quality using the PIXMA G Series printer and incorporate the bold, new Premier Insurance logo. Heightening the professionalism of the growing business and improving the overall brand experience.

Cloud capabilities have proved to be a winner too. Using the handy Canon PRINT app, the Canon PIXMA Cloud Link allows printing from anywhere in the world as long as you have an internet connection. In fact, it's possible to print remotely from your own cloud accounts such as Google Drive, Dropbox or Evernote, so cloud services can be easily integrated into existing workflow to allow seamless integration between remote and office-based staff.

Premier Insurance are using these new capabilities to great effect – saving valuable time that can make the difference between merely an interested customer and a customer agreeing to purchase a new insurance product.

"Our clients often bring documents to meetings. With the Canon PRINT app, I can now quickly scan them, and they're automatically sent to print back in the office, so staff can begin analysing them straight away," says Anik.



70%

reduction in running costs

Less time wasted

CASE STUDY: PREMIER INSURANCE



The Canon MegaTank printer has helped take our business to a new level.

Anik Islam
Director, Premier Insurance

CASE STUDY: PREMIER INSURANCE



Even when I'm not in the office I can manage the printer through the app. It's amazing.

Anik Islam
Director, Premier Insurance

UK expansion with the PIXMA G Series

Premier Insurance has equally bold plans moving forwards, recognising the strategic advantages of having physical locations to support its customers throughout the UK. Anik is adamant that each of these locations will include its own PIXMA G6050.

Without question, the Canon PIXMA G Series is now an indispensable member of the Premier Insurance team.



The MegaTank is unique – you can easily see how much ink you've used through the window. It's a small thing but it's incredibly useful.

Anik Islam
Director, Premier Insurance

Canon