

**Company Name:**

Mini Professors

Industry:

Education

Founded:

April 2018

Location:

St Albans and Harpenden

Services:

Fun science classes for children

Website:

www.miniprofessors.com/stalbans

MINI PROFESSORS MAKING SCIENCE FUN FOR CHILDREN

Objective

- Find a cost-effective printer capable of handling growing demands
- Easily give children all the fun support materials they need

Approach

- Find a printer able to meet the challenge

Challenges

- Variety of course materials to be printed in different formats
- Often running out of ink
- Lots of unnecessary waste
- Print easily from wireless devices

Results

- Simple to print all course materials quickly
- Productive, quality performance with high yield
- Reduction in cost per print
- Fuss-free connectivity



Rising to the challenge

Natasha Spink runs the Mini Professors franchise in St Albans and Harpenden. Her business is relatively new and needed to make a name for itself quickly. That's why she was keen to find a printer able to cope with the demands of marketing her franchise as well as handling the diverse printing requirements needed to support the children attending the courses.

Her existing printer just wasn't up to the increased demands placed on it. A need to print using different types of material, and quickly, was proving particularly problematic. Of even greater concern was running out of ink and not being able to print at all.



Mini Professors is passionate about science and aims to inspire a new generation.

MAKING SCIENCE FUN FOR CHILDREN

Children have an unquestionable thirst for learning. Mini Professors offers them the chance to learn new science skills in a fun and safe environment while wondering at the world around them.

Explaining scientific principles in simple terms through exciting experiments gives every child – from nursery through to school age – the chance to become mini professors.

100
individual children taught / month

250-350
prints / month

£300-£360
saving on print costs / year



We provide a safe and warm environment for children to interact with different topics, experiments and have loads of fun.

Natasha Spink
Franchise Owner, Mini Professors

Canon solution

After undertaking a lot of internet-based research, Natasha was convinced the Canon MegaTank printer ticked all the boxes and she hasn't looked back. She now has a printer effortlessly and reliably dealing with the day-to-day needs of her business where output is now averaging 300 prints per months – and expected to grow as her franchise expands.

"The printer allows me to give the children lots of different activities to do each week as part of the experiments. We have lots of different templates and stickers to print and different types of card we use. The Canon PIXMA G Series manages to print on everything I've put in the feeder tray so far," enthuses Natasha.

The MegaTanks – integrated, easily refillable high-yield ink tanks capable of high-volume printing at lower costs – were a major selling point and have proven invaluable. Especially as Natasha was constantly running out of ink using her old printer.

"The tanks are great because they have volume indicator lines which means I can see exactly how much ink is in them. It's definitely saved me money because with my old printer I would have gone through a lot of cartridges. Refilling the tanks is much easier, there's a lot less mess, it's not fiddly, and from an eco point of view, there's not lots of plastic waste that I was previously throwing in the bin on a regular basis."

The wireless capabilities are a huge plus too. The MegaTank printer now allows Natasha to supervise children in one room and send things to print from her laptop in another, safe in the knowledge that everything will be ready when she needs it.

At the conclusion of every class, children are given certificates as a memento to celebrate the new skills they've learnt. The dependable and high-quality print output from the MegaTank printer ensure the certificates look great and are highly valued. And not just by the children but Natasha herself.

"It's great for me to be able to give them something I'm proud of. The quality is great, and they can be proud to put it up in their home," explains Natasha.





A bright future for all

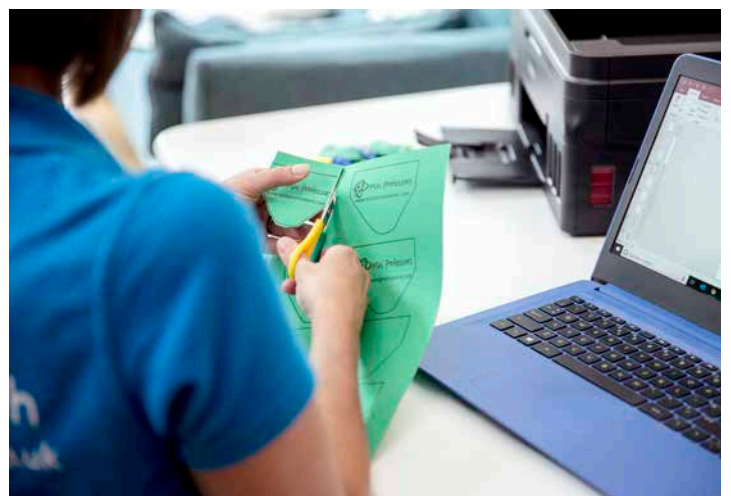
Natasha imagines a bright future for the children on her courses, believing that engaging with science at such an early age can only be a rewarding experience. She's equally positive about her franchise with plans to expand into more nurseries, primary schools, as well as growing the parent-child class base.

"There'll be a lot more children, a lot more materials to prepare and a lot more printing to be done and I'm sure this printer is going to be able to do the job very well," she says.



It's reliable, it's cost effective, it's really easy to use ...and it looks great in my house.

Natasha Spink
Franchise Owner, Mini Professors



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