



Name:
Abdelhakim El Arjoun

Profession/Services:
Director Campus Sport Club -
Casablanca, Morocco

Industry:
Sports and fitness

Founded:
2014

Location:
Casablanca, Morocco

Website:
www.campusport.ma/index.php/fr/

ACCELERATING GROWTH, ACHIEVING SUCCESS

Objective

- To find a highly cost-effective printer that could fulfill the growing printing needs of the club
- To invest in an in-house printer from a globally renowned company with an excellent after-sales service cycle

Approach

- Establishing a highly cost effective and productive printing process with a high yield on ink-cartridges thus making the club-house autonomous in its approach towards managing its official paper-work

Challenges

- Club's rapidly increasing infrastructure meant significant increase in paper-work
- Previous in-house printer was not adept for color printing, thus official documents such as letter-heads had to be printed from a third-party provider
- Cost-heavy exercise, inconvenience in color-printing and loss of time and effort

Results

- Incredible page yields per cartridge - up to 12000 pages from two black bottles and/or up to 7000 pages using a set of color bottles
- Smart connectivity - effortless printing and wireless scanning from smart devices such as phones/tablets and cloud
- Robust, reliable, multi-functional and user-friendly printer

Canon



INTRODUCTION

The Campus Sports Club opened its doors to the public in 2014, in the beginning the club's services only included football courts and competitions. Abdelhakim El Arjoun joined the club as a director in 2016 with a strong vision of diversifying the club's services and generating additional memberships from various age-groups.

The club gradually expanded its services by increasing its infrastructure in order to be able to provide different sports in addition to football. In time, the club expanded by incorporating extra spaces for adults and kids to learn sports like martial arts, gymnastics, basketball and more. The club also provides different yearly programs as part of its academy offerings as well as recreational and leisure activities such as birthday parties, edutainment workshops, summer camps and more.



I was looking for the best value when searching for a printer in the market as we require high-volume and good quality printing. Canon Pixma G3411 printer fulfills all our business printing needs at the club whilst offering smart connectivity. The multi-purpose functionality really makes Pixma G3411 an excellent printer for us.

Abdelhakim El Arjoun
Director Campus Sport Club -
Casablanca, Morocco

Significant challenges

As the club scaled up its offerings and expanded its infrastructure, the need for official paper-work also increased with time. It was not feasible for the club to outsource its printing requirements given cost and time concerns. The various printing requirements for the club included a wide range of documents such as receipts of vendor quotes and invoices/cheques/bills and new equipment, children's absence charts for each activity and sport session, program schedules, even invitations, policy and internal regulatory documents, business plans, wage slips and more. Given the extensive amount of printing needs, having a heavy-duty printer in-house became a pre-requisite for the club. The club initially invested in a printer from another leading company, however it did not yield beneficial results when it came to the print quality as well as cost-savings. Moreover, the club still faced issues with color-printing and had to resort to printing its letterheads from another printing-provider which became an expensive activity as the club intensified its offerings rather quickly.



“The Canon Pixma G3411 printer comes in really handy at the club as we are now able to fulfill all our requirements through one device, without the need for segregating print sources for black and white and color documents. Moreover, having the ability to print from anywhere liberates you to accomplish other tasks more efficiently.”

Canon solution

As Campus Sport Club expanded its operations proliferating its audience and employees swiftly, it became imperative for the club to be able to print both black/white and color documents in-house. While looking out for a printer in the market, one of the key requirements for Abdelhakim was the after-sales service provided by the company. Canon's unparalleled product-repair and after-sales services in addition to other benefits caught Abdelhakim's eye as he decided to place his bet on the Canon Pixma G3411 printer.

The club has been using the Pixma printer since June 2021 and is able to meet all its printing requirements in-house now. The integrated ink-tanks along with the hybrid-ink system allows for maximum printing productivity while the smart connectivity feature with Canon printing app allows ease of use to the employees without being tied to their desktops or laptops for printing. Canon printers are designed for capitalizing on daily productivity with the ability to produce up to 6000 pages from a single black ink bottle and up to 7,000 pages from a set of color ink bottles. As of today, the sports club prints one page per minute from the Canon Pixma G3411 printer making the best use of this high-speed, high-performance printer.

“The Canon printing app makes the whole process effortless, smooth and streamlined, it also aids you in keeping track of printer maintenance.”

“We print one sheet per minute, it is a herculean task for any printer to print that much without crashing or having the need to change or refill the cartridge tanks. Canon Pixma G3411 champions this in an effortless way, we have been able to print all documents in house in an extremely cost-effective way. For small to medium sized business, this is a huge benefit.”



CASE STUDY: CAMPUS SPORT CLUB

WHEN IDEAS FLOW PRINT THEM ALL

PIXMA G3411

Black
12,000
pages

Colour
7,000
pages



Side by side

Abdelhakim predicts that the printing requirements or the club will multiply manifold in the future envisaging an even stronger collaboration with Canon. "I am so pleased with the printer performance and the service that I have also bought one for my own personal use as well recommended it to my friends and family. This is your go-to printer if you want to go an extra-mile when it comes to high-output low-cost printing."

Canon
