

Bike and cycling accessory retailer  
Spiral Cycles



# SPEEDING UP THE SALES CYCLE

**Company Name:** Spiral Cycles

**Founded:** 2012

**Location:** Ashford, Kent

**Services:** Bike and cycling accessory retailer

**Website:** [spiralcycles.co.uk](http://spiralcycles.co.uk)

**Products:** Canon MAXIFY series of business inkjet printers

## Overview

Spiral Cycles provides 'Everything to Every Cyclist' from its store in Kent. They wanted the enhanced functionality of an all-in-one print solution to streamline administration, increase productivity and grow sales.

## Challenges

### Enhancing productivity - a more efficient scan and print solution

Stuart Hunnisett is managing director and technical guru of Spiral Cycles, the company he started in Ashford, Kent, over five years ago.

With over 140 bikes and a wide variety of clothing and accessories available in store, and more online, Stuart and his team of four sell everything from kids' bikes to adult trikes.

**Canon**



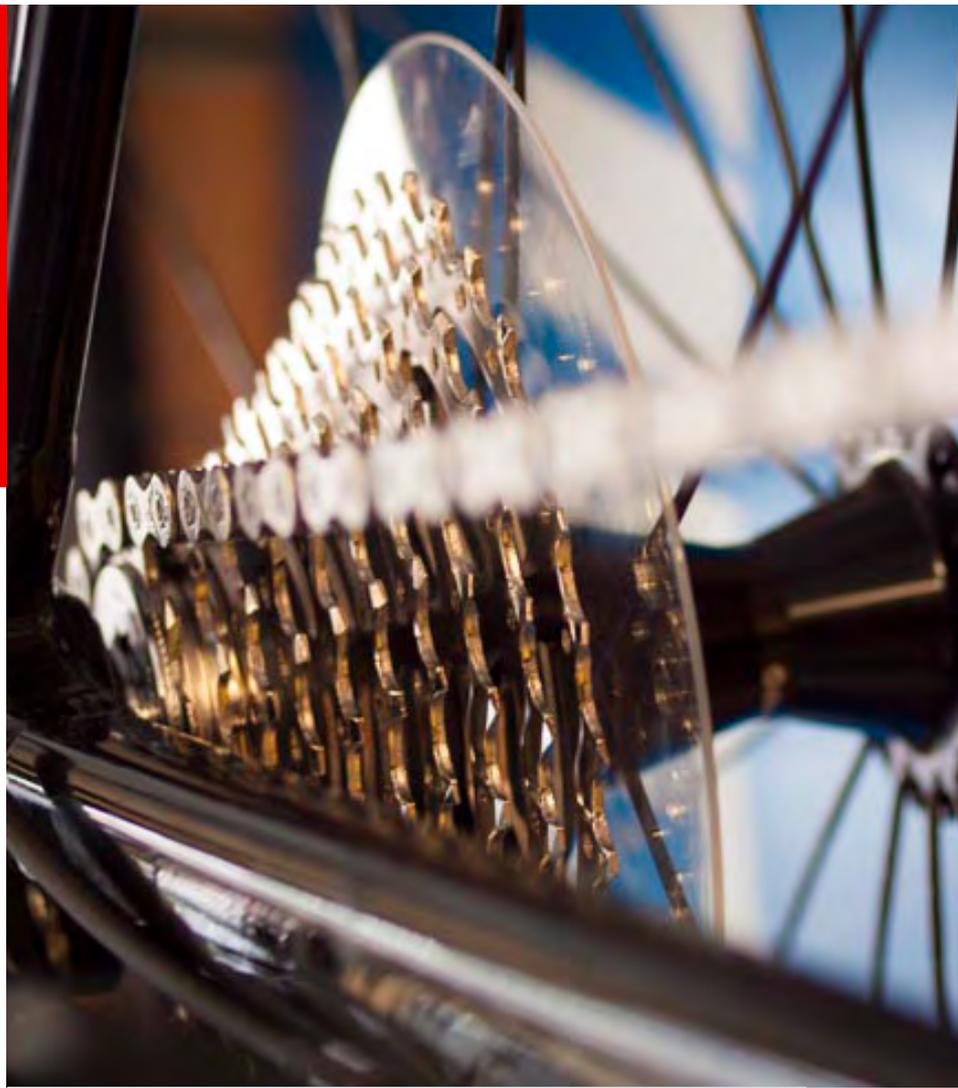
“Built for productivity,  
performance and  
reliability.”

This naturally generates a lot of paperwork. Printing off hundreds of invoices each quarter for the accountant to complete the VAT return has been a cumbersome process. The previous printer was slow, to the point where printing out the invoices used to take all day.

“Spending so much time printing them off was definitely hampering our productivity,” says Stuart. The high consumption of ink, with cartridges having to be replaced frequently, was also proving costly.

More importantly, though, the previous printer had no scanning function. It meant there was no way to copy catalogue pages for customers who had seen a bike they liked but wanted some information to take away with them while they thought about a possible purchase.

“We felt this was definitely hurting sales and was the main reason why we decided to upgrade the printer,” adds Stuart.



“It was plug-and-play from the start,” says Stuart. “We have had no problems at all.”

Stuart Hunnisett, MD,  
Spiral Cycles

**Canon**

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## Solution

Although the store, with its name derived from Inspiral Carpets, the '90s rock band that had Noel Gallagher of Oasis fame as its roadie, has a mail order business, the majority of sales still come through the physical shop.

Spiral Cycles were looking for a multifunctional device that could provide all they need to run a small office. After careful research into the multifunctional devices available, Stuart selected the Canon MAXIFY Series of printers.

Built for productivity, performance and reliability, each device incorporates an inkjet printer, scanner, copier and fax. With the additional functionality of fast mono and colour printing, along with Wi-Fi and Ethernet connectivity, Stuart's new printers have helped to take the stress out of getting through the everyday office workload.

Simple to set up, the Canon solution has proved ultra-reliable. "It was plug-and-play from the start," says Stuart. "We have had no problems at all."

"It's so important that it's simple to use: if it's complicated, it harms productivity as you waste so much time working out how to use it."



"At four times the speed of the previous printer, it has proved a real productivity-boost."

Stuart Hunnisett, MD,  
Spiral Cycles

## Achievements

"The Canon solution is perfection for us," says Stuart. "At four times the speed of the previous printer, it has proved a real productivity-booster."

Most important was the scanning function. While the cycle business is booming, it has become something of a technical sale. Customers focus on the features that are important to them. Increasingly, that is to do with the overall weight of the bike.

Today, cycles are not an impulse buy, but a carefully considered purchase. Customers like to have a look around before they buy, and take information away with them.

"Ten years ago a £500 cycle would be expensive. Now that's the cheapest bike that someone will buy. More expensive cycles are around the £2,000 mark."

Now with the scanner, any of the sales staff can scan and print off catalogue pages to help customers find the right cycle for them. "It's a great boon for sales. It's fantastic to give customers some information to take away that also helps them remember us and acts as a prompt for them to return."



“The MAXIFY Series printer is perfection for us.”

Stuart Hunnisett, MD,  
Spiral Cycles

For a similar price to the previous printer, Spiral Cycles has a multifunctional device that meets all their needs and is more cost-effective to run. Low power consumption combined with high ink yields – an average of 1,500 colour pages – means that cartridges last longer before they need replacing.

“The printer inks used with the Canon machine are considerably cheaper than the ones we used previously. They not only last longer, they’re also less costly to replace.”



“Simple to set up.”

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