



Case Study: Direct Compost Solutions

Brother provides a low-cost business inkjet solution to small business with unique offering.



The customer

Direct Compost Solutions is a small Australian-owned business offering a unique product – the COMPOT, a simple form of composting and recycling, perfect for those wanting to improve their contribution to a more sustainable way of living. Distributed through an online store and various retail partners, Direct Compost Solutions sustainability products are featured regularly at garden shows and clubs, with the business growing every year. For more information, visit <http://directcompostsolutions.com/>.

The challenge

Direct Compost Solutions required an upgrade to their previous printing device as it was no longer providing quality printing and its running costs were high. A small business needs to rely on their printing devices to perform without affecting their bottom line and their solution at the time was not allowing this. All the business' printing requirements needed to be undertaken by the one machine, including invoices, flyers, accounting, reporting and everyday business use and therefore a machine that was able to handle a medium-volume and variety of printing media was required.





The solution

Direct Compost Solutions purchased the MFC-J5320DW from Brother's retail partner Officeworks – a Multi-Function Centre® that relieved the business of high running costs with prints starting at just 2c* per page. The easy-to-change individual cartridges meant that only the empty inks had to be replaced and the 250 sheet capacity paper tray enabled less reloading. Its compact size enabled the machine to neatly fit into the corner of the office and the quality paper printing allowed Direct Compost Solutions to create polished print outs. With a wide variety of extra functional options including cloud and mobile connectivity, the ability to print A3 was also a 'nice to have' for the business.

The product:

PRODUCT	MODEL NAME
MULTI-FUNCTION CENTRE®	MFC-J5320DW



The benefit

Being a small business, a reduction in print costs for Direct Compost Solutions was a significant requirement which was clearly achieved with the Brother MFC-J5320DW. The high quality printing also enabled a professional finish to outgoing documents.

“The Brother MFC-J5320DW makes printing invoices professional and easy”, said Vicki Brun, Director of Direct Compost Solutions. **“It does everything I need it to do and does it well”.**

The compact device takes up little space in the office, is easy to use and can be relied upon to deliver exactly what it needs to.



Contact us

For more information on this case study or to find out more contact the Brother Commercial Division today:

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