



Case Study: E3Live Australia

Brother provides a colour printing solution for growing Health and Nutrition SMB.

The customer

E3Live Australia imports and distributes natural organic health products, most specifically, a powerful blue-green algae superfood called E3Live/E3AFA. Along with offering exceptional customer support, advice, product knowledge and absolute commitment to quality since 2013, they distribute their superfood products through health food stores, hospitality businesses and their online store. E3Live Australia has recently experienced booming growth and features some of the world's top athletes and high-profile food professionals as brand ambassadors which, in turn, assists with their mission towards global expansion. For more information, visit <http://www.e3live.com.au>.



The challenge

Although they had certain expectations, E3Live Australia were unsure of the quantity and quality of printing that would be required in the years to come. They needed a device that could produce fast, everyday quality documents for their point of sale creatives, including starter packs for new clients. Because quality is such a key attribute of the brand and product, anything produced needed to align with this message – quality really is key to what defines the business.

The solution

Retail partner Officeworks had suggested E3Live Australia should start with the Brother MFC-9330CDW given they were unsure of the volume required. This colour laser Multi-Function device provides fast colour printouts that complement the high standard required by the business. Being a small business, there is little time for down-time so being reliable and easy to use was a must for E3Live Australia. The wireless function was easy to set up and allows all team members to access the one device at any given time.



The product:

PRODUCT	MODEL NAME
MULTI-FUNCTION CENTRE®	MFC-9330CDW



The benefit

E3Live not only use their Brother device for their starter packs and point of sale material, but this machine handles different grades of paper, creates product manuals, invoices, delivery dockets, address materials, international manifests, catalogues and all-round general business print requirements – all from the one device.

The reliability and ease of use of the Brother MFC-9330CDW has meant that the E3Live Australia team can focus on what they do best and leave the administration to Brother.

“This is one part of our business that we don’t have to worry about. We just hit the button and it prints”, said Kerry Burke, B.Bus, General Manager, E3Live Australia.

“When we first purchased our MFC-9330CDW, our printing requirements were much lower than they are at the moment. However, due to incredible growth in our business, I was unsure if the printer would stand up to the increased work load. I am sure it was never designed to output what is currently being produced, however, we have never had a problem”.

Now requiring an upgrade, E3Live Australia are working with the Brother Commercial Division and an authorised Brother Reseller to find the best solution for their current and future requirements.

Contact us

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

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