



MAKING EVERY CENT COUNT, EVERY TIME

When you're a charity, every cent you spend on printing is one less cent to spend helping those in need. Here's the story of how you can grow a business and reduce costs, without compromising on production quality.



TWO FRIENDS AND A BROTHER

While there are tens of thousands of charities in Australia, Orange Sky Laundry is especially unique. Here is the story of their growth.

The lyrics of the song ‘Orange Sky’ by Alexi Murdoch were the inspiration behind the name of this incredible project – ‘I had a dream I stood beneath an orange sky, with my brother standing by’. The message is about helping others and it’s this that inspired Nicholas Marchesi and Lucas Patchett to create Orange Sky Laundry – a venture that would see them crowned Young Australians of the Year in 2016.

Orange Sky Laundry is the world’s first free mobile laundry service for the homeless. It was launched in 2014 when Nicholas and Lucas installed two washing machines and two dryers in a van and set out to wash and dry clothes for free. But Orange Sky Laundry is much more than just cleaning clothes. At its core it’s about self-esteem and community – because as the clothes were being washed, Nicholas and Lucas identified an opportunity to initiate conversations with their customers and connect with them.

As the business has expanded, so has the amount of administration, documentation and promotional material they need to produce. Nicholas commented “Our HQ team has always struggled with printing. Not having large budgets or resources, we did not have printers that supported us”. Fortunately, Brother would prove to be a great fit for this dynamic and growing business.

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THE SKY’S THE LIMIT

What began on the streets of Brisbane has subsequently grown to encompass 11 services across Australia. Orange Sky Laundry now operates in; Canberra, the Gold Coast, Melbourne, Sydney, the Sunshine Coast, Perth, Adelaide, South-East Melbourne, Wollongong, Hobart and, of course, Brisbane.

With 15 vans and over 850 volunteers, Orange Sky Laundry is a logistically complex and admin-heavy business. As you can imagine many of those who use the service don’t have access to the internet. This means that material needs to be printed in order to help customers locate the charity in the future.

Manuals and guidebooks are printed for volunteers to ensure procedures are followed accurately. What’s more, as a national business, Orange Sky Laundry sends material to regional offices so labelling is also a requirement.

More importantly, a key challenge is that as a charity, funds are limited therefore driving operating efficiencies is paramount. The business needed a solution that was reliable and cost effective in the long term.

IT STARTED WITH A BLANK SHEET OF PAPER

While Brother has many long-term relationships with companies around Australia, this was the first engagement with Orange Sky Laundry – therefore the partnership started with a blank sheet of paper.

As a business that seeks to create conversations, Orange Sky Laundry was impressed that the Brother team took a similarly consultative approach. “The team asked us what our challenges were and what support we needed to overcome those challenges. We then trialed a range of printers to get our current solution”, said Nicholas.

Luke Howard, Commercial Market Development Channel Manager at Brother, led the project. During the ‘Discovery Process’ Luke and the team undertook two site audits. After the first there was a test installation which was followed by an assessment of the workflow allowing the team to identify what was working and what needed to be refined. Following this was the recommendation of the final product suite and installation.

The audits revealed that the Orange Sky Laundry team needed to print contracts, documents, flyers, training manuals, designs and much more. They also required scanning functionality so that receipts and plans could be scanned and entered into their database. Furthermore, a labeller would be invaluable in printing labels to improve the efficiency of the postal dispatch process.

It soon became clear to Luke and the team at Brother that the two organisations were aligned in terms of their values. Like Brother,

Orange Sky Laundry is focused on being there for its customers and giving back. During these consultations, time was taken to discuss their needs now, and in the future, and to trial various approaches before landing on the optimum solution. It was clear that Orange Sky Laundry had significant potential and ambition to grow and with that, its printing and labelling needs would grow too.

THE PERFECT PRODUCT MIX FOR A GROWING BUSINESS

The Brother HL-S7000DN was a core component of the solution offered to Orange Sky Laundry. With hundreds of volunteers and thousands of individual sponsors and supporters, the amount of documentation that needs to be printed is staggering. They principally use the HL-S7000DN to quickly print donation contracts as the sooner a potential donator receives a contact the more likely they are to follow through – so in this instance time really is money.

“With the reduced admin costs, we can now spend more valuable funds on helping people.”



This one unit handles it all for the charity, printing thousands of pages each week at up to 100 pages/minute, making it 40% quicker than its closest competitor. This is a real benefit for such a dynamic organisation. This printer can also grow as the business does. Its 600 sheet paper capacity (including the 100 sheet Multi-Purpose Tray) is expandable up to 2,100 sheets with optional paper trays

that can be added down the track. What also made it the perfect solution for Orange Sky Laundry is the low running costs. As an organisation that relies on donations, every cent is carefully scrutinised. To this

point Nicholas said “With the reduced admin costs, we can now spend more valuable funds on helping people”.

The second printer Brother installed was the MFC-J5920DW. This smaller inkjet device is used in the Orange Sky Laundry workshop where their vehicles are built and maintained. The key job of this printer is to produce construction diagrams which need to be extremely accurate. It also has scanning functionality which saves time when adding images or photographs.

The third printer is the Brother MFC-L9550CDW. This mid volume colour laser is used for the ‘impact’ work such as the proposals that Orange Sky Laundry creates and is ideal for high quality, impactful presentation documents. It’s a solid colour printer with speeds of up to 30 pages per minute, automatic 2-sided (duplex) printing and scanning plus wireless network capability.

Another device that Brother supplied to the charity is the QL-1060 Professional Label Printer. Through the ‘Discovery



Phase' Brother identified that Orange Sky need to print large amounts of labels each week for everything from postal addresses to organising the office. The QL-1060 is a labeller perfect for creating professional looking labels at volume and with a built-in cutter, it's easy and quick to use.

A final but important part of the arrangement was that Brother would donate all of the consumables required for the devices, and ongoing support, for three years. This is managed by Brother's Authorised Reseller, The Forum Group.

This suite of products has proven to be a comprehensive and effective solution for Orange Sky Laundry now and will continue to help reduce administration costs and save time as they grow. Nicholas commented, "Brother printers have allowed our HQ team to operate more efficiently. For all our team to

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AT YOUR SIDE NOW AND IN THE FUTURE

The partnership with Orange Sky Laundry is certainly one that Brother is proud to be involved in - particularly as it

allows the charity to reach more people with the excellent work they do.

Luke Howard summed up Brother's approach to the SMB sector - "Helping small businesses is imperative to

Brother. We know that a small business can't be experts in every single field so we try and take a small problem away from them so they can focus on the bigger ones".

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

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OrangeSky
— laundry —

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