



## Case Study: Wheatloss Revolution

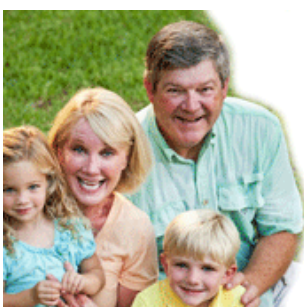
Brother provides a reliable and cost effective A3 inkjet solution to Health and Nutrition business.

### The customer

Wheatloss Revolution is a health and weight management business run by qualified Nutritional Therapist Janice Dance. After an initial Nutritional Analysis to help identify the best solution for her clients, Janice will be there every step of the way through her 12 week program, which is based around removing wheat and gluten out of her client's daily food consumption. For more information, visit <http://www.wheatlossrevolution.com/>.

### The challenge

During the launch of the Wheatloss Revolution business, Janice's home office needed a new Multi-Function device – budget for a new device was limited and therefore a decision was made to purchase one that was on special from a local retail store. This machine was to be used for all business printing and scanning requirements, including POS marketing materials, business administration, reports, photographs and more. Within a week, this device needed to be returned due to repeated paper jams. This caused unnecessary downtime and stress as the paperwork required for the impending launch of the business was unable to be completed. Janice was able to exchange this device for another brand, however she ultimately experienced similar reliability issues.



the  
**Wheat Loss  
REVOLUTION**





## The solution

After numerous reliability issues and exchanging of products, Wheatloss Revolution made a decision to look at alternative brands and were recommended the Brother MFC-J6520DW for its reliability and range of extra features. After setting this up in her home office, Janice found the flexibility of the paper handling (A3/A4) within a compact device was extremely beneficial. She also learned that she would have a significant reduction in costs compared to other brands as a result of the high-yield replacement cartridges enabling her to print from just 2c per page\*. The device was very intuitive and easy to use and the reduction in cost per page left the start-up business highly satisfied.

## The product:

PRODUCT	MODEL NAME
MULTI-FUNCTION CENTRE®	MFC-J6520DW

## The benefit

For Small to Medium Businesses, being able to rely on their business tools is imperative.

“My Multi-Function Centre® is a pivotal part of my business as I am able to produce all my literature in house, safe in the knowledge that I can rely on my Brother”, said Janice.

“My Brother device is reliable, efficient, fast and economical – it is exactly what I need as a new start-up business”.



## Contact us

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

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\*2.3 cent black only print with LC139XL BK ink 2,400 pages @ ISO/IEC 24711