



Fiery Digital Front Ends CASE STUDY



Fiery DFEs Add Value for Copiers Northwest Customers

Exceptional Service: A Market Differentiator



Judd Meyers, Copiers Northwest Production Support Manager/Colour Specialist, has nearly 40 years of print technology experience and has worked with Fiery almost since its founding more than 30 years ago. He is a certified Fiery Expert and certified G7 expert, as well as a Colour Management Professional, and supports Copiers Northwest customers throughout the company's

12 Pacific Northwest locations. His job is to work with customers to understand their requirements, educate them on the possibilities, and work with them through the sale and implementation, as well as provide post-sale support.

"A lot of companies just sell equipment and don't show customers all the nooks and crannies, and how to get maximum benefit from their investment," Meyers says. "That's not how we work at all, and we see our focus on providing exceptional services and support as a clear market differentiator." As part of this objective, Meyers spends time, often on-site, with customers prior to the sale, digging deep into their needs and requirements, and explaining what they can achieve with a Fiery workflow.

Part of that analysis also includes customizing the amount of professional services offered through Copiers Northwest's Print Guru, each customer might need based on their level of knowledge, staffing constraints and more. The ultimate goal, though, is to make the customers as self-sufficient as possible, which benefits both them and Copiers Northwest.

In turn, Meyers expects that same level of service and support from his supplier partners. "Fiery is an important partner for us," he says, "and they have been terrific. In addition to the wealth of education and training they make available at no cost, I am able to meet with Fiery experts at the engineering level once a month via teleconference. They keep me updated on the latest Fiery developments so I can deliver the best possible services to my customers. And I provide them feedback about what's actually going on in the field, including any issues I see. That's an incredible level of support!"

The Fiery Difference

Meyers points out that a significant benefit of Fiery DFEs for today's print providers is the fact that Fiery supports all of the major printer OEMs, including both cutsheet and wide format. This means that operators have a single point of management of their Fiery-Driven devices regardless of brand, making their workflows more productive.



"If you can save 10 minutes per job on 7,000 jobs per year with Fiery workflow automation, that can often equate to the salary of a full-time employee."

Judd Meyers. Copiers Northwest Production Support Manager/Colour Specialist.

He adds, "People often ask why they need a Fiery DFE, especially when an OEM alternative might be available at a lower cost. I always say there are four pillars to the Fiery difference: job management, colour management, ease of use, and horsepower. If those are important to them, they need a Fiery. This applies to monochrome printers as well, especially as it relates to job management and the automation offered by Fiery presets and the ability to manage all of the printers through the single Command WorkStation interface."

Another objection Meyers often sees from users not familiar with Fiery is a belief that a particular action, which they do repeatedly job to job, day to day, "only takes 10 minutes." He says, "I point out to them that 10 minutes isn't very long, but if they can automate the process with Fiery and Command WorkStation, when you multiply that 10 minutes by five, six or seven thousand jobs per year, it adds up – and can often save them the equivalent of a full-time employee."

Another selling point for Fiery DFEs, according to Meyers, is the ability to quickly and easily test for G7 compliance. This is helpful when a company is considering seeking G7 certification, but also on an ongoing quality assurance basis.

The Value of Fiery Certification

Fiery Expert certification, along with the other certifications he holds, also adds to the credibility of Meyers and Copiers Northwest, helping to position them even more competitively.

Meyers also points out that it is important for him to keep his skill sets sharp. "The fact that I need to renew my Fiery Expert certification each year assures that I can do that," he explains. "I believe in working with a scalpel versus a butter knife; the sharper it is, the easier it cuts. Applying that to Fiery, it means the sharper your skill set, the easier your work becomes." Meyers also applies this concept to his work with customers, encouraging them to learn through doing wherever possible rather than having it done for them. "Sometimes a customer will ask, for example, if I will update all their colour profiles," he notes, "and my preference is to hold their hands



COPIERS NORTHWEST

Copiers Northwest was founded nearly 40 years ago by Mark and Gregg Petrie as they saw the need for an office technology dealership that was focused more on service than on sales. The brothers believed in servicing customers and ensuring they are happy, which in turn makes it more likely they will come back for return business. With programs that far surpass simply selling copiers, Copiers Northwest helps manage change, streamline workflow, and control document related expenses. As a locally owned, locally managed independent company, Copiers Northwest serves customers across Washington, Oregon and Idaho.

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through the process so they learn how to efficiently do it themselves. A self-sufficient customer is a happier customer! And Fiery helps that with the exceptional online learning opportunities they offer."

For more information about the Fiery Difference, download our free white paper [here](#).

Fiery, LLC is a leading provider of digital front ends (DFEs) and workflow solutions for industrial and graphic arts print industries. With over 2 million DFEs sold globally, our innovative software and cloud-based technologies deliver stunning color and exceptional print quality on a broad range of production printing devices. Our customer base includes commercial print, packaging, signs and display graphics, ceramics, building materials, textiles and other specialty applications. With over 30 years of excellent support and service, Fiery has built an unmatched community of customers and partners.



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