

Langel's Pizza

www.langelpizzeria.com



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-Tamara Hill,
Office Manager
Langel's Pizza



 **KONICA MINOLTA**
bizhub



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McShane's helps restaurant move marketing & advertising in-house

• THE CHALLENGE

Langel's Pizza, a family-owned business located in downtown Highland, has been serving the community with pizza and a full lunch and dinner menu for the past 28 years.

The relationship between McShane's and Langel's has grown over the last decade as Langel's relies on McShane's for its office supply and equipment needs.

Several years ago, Langel's felt a need to upgrade from their existing black & white office equipment to a device with multiple functions and color. At the time, McShane's implemented a Konica Minolta bizhub color machine, which met Langel's needs well.

Most recently, when it was time to upgrade the bizhub, Langel's again turned to McShane's for a solution that would continue to provide high quality color output at a low cost.

Laura Harrold, Account Representative for McShane's, explains, "Langel's wanted to save money on printing, but have full control over all of their advertising and marketing materials in-house."

• THE SOLUTION

McShane's recommended that Langel's upgrade to a newer, faster Konica Minolta bizhub color multi-function device. Its design is small enough to fit comfortably in the restaurant's office, and its features fit their needs at an affordable cost.

At 35-pages-per-minute, the new bizhub creates a central hub for Langel's and operates on a daily basis, fulfilling jobs for both printing and faxing.

"I love this machine because it prints on demand, and it's easy," Tamara Hill, Office Manager of Langel's Pizza says.

Because Langel's acquired the original bizhub with the McShane's Optimum Program, the restaurant was able to seamlessly upgrade when the time was right. This enabled them

to acquire the new bizhub easily under the same Optimum Program. When Langel's is ready for another upgrade in the future, again the transition will be minimal. The Optimum Program allows clients like Langel's to continually have the latest technology at a reasonable price.

• THE BENEFIT

The bizhub permits Langel's to run almost all of their marketing and advertising jobs in-house at a reduced cost-per-copy rate when compared to outsourcing the printing as Langel's had done in the past.

Ms. Hill explains, "Now we print all of our menus in-house, and with our new outdoor cafe opening this summer, we've been able to print all of our advertising for it here. It has saved us a ton of money."

Not only does Langel's save money with this equipment because of the cost-effective rate per copy, but they also save money by utilizing the machine for electronic letterhead and business cards. Langel's can run letterhead on an as-needed basis at whatever quantity desired - no need for minimums. The same holds true for business cards.

In addition to the office equipment solution, Langel's relies on McShane's for supplies and service as well.

"If we need something, we get it delivered the next morning. It's so convenient," Ms. Hill says. "Service is also great and always prompt."

Langel's and McShane's share an interest in the community and family-owned businesses, and as Langel's continues to grow with larger seating capacity, McShane's hopes to continue providing the restaurant with cost-effective, time-saving equipment and supplies.