

Todd Allen Design



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-Phil Goodhew,
Senior Art Director,
Todd Allen Design



 **KONICA MINOLTA**
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McShane's provides smooth transition and great service to ad design firm

• THE CHALLENGE

In 2005, McShane's expanded in Northern Indiana by acquiring an office equipment dealer, CDS Technologies, in Mishawaka, IN. Todd Allen Design already had a leased Konica Minolta Color CF2002 system from CDS operating in their Elkhart, IN advertising agency office.

With CDS no longer available, Todd Allen Design turned to McShane's to take over the service agreement on the CF2002.

• THE SOLUTION

When McShane's came into the picture, Todd Allen Design was utilizing its CF2002 daily to print graphics for client approval. They were printing documents of various sizes, graphics with vibrant color, and multiple copies for approvals.

This regular usage meant that Todd Allen Design needed a responsive, knowledgeable service team.

Neal Petermann, Account Representative for McShane's, says, "We took on servicing the CF2002 at Todd Allen Design because we knew the important role that system played in the day-to-day processes at the organization."

McShane's gladly stepped up to the plate to continue where CDS had left off and has been maintaining the CF2002 since 2005. Over the course of a few years, McShane's and Todd Allen Design formed a comfortable working relationship through this service.

• THE BENEFIT

"It was such a smooth transition when McShane's came into the picture," Phil Goodhew, Senior Art Director at Todd Allen Design, explains. "The people are friendly and willing to help when we need it."

While the CF2002 works "like a charm" according to Mr. Goodhew, there are times when it is necessary to call McShane's for routine maintenance or service.

"If our machine is down, our business suffers," Mr. Goodhew says. "Luckily we don't worry about it because McShane's is here so quickly every time we call. In fact, McShane's has proven to us over time how service-oriented they are, so when we are ready to upgrade, we'll turn to McShane's first for a solution."

Before it's time to make that upgrade, McShane's continues to ensure the CF2002 performs efficiently so Todd Allen Design can focus on their business of providing regional clients with innovative advertising designs.

"We like equipment and people that make us look good," Mr. Goodhew states. "And McShane's does just that for us."

• THE UPDATE

Mr. Petermann introduced a new Konica Minolta bizhub color device to Todd Allen Design as a possible upgrade from the CF2002.

"When this bizhub came out, Neal called to let us know he thought this new machine would fit our needs and our budget," Mr. Goodhew explains.

Indeed, it did. The bizhub can perform all of the same tasks as the CF2002, but with a better print quality and fewer jams. Todd Allen Design depends on the bizhub to print everything from layouts to proposals.

Mr. Goodhew says, "The bizhub does the same thing for us, it just does it a little better. We haven't had a service call since it was installed, so it's reliable. McShane's took care of everything from the equipment lease to hauling away the old machine. The transition was smooth."

With the bizhub under the Three Year Optimum program, Todd Allen Design can be confident that when it is time to consider another upgrade, McShane's will again offer the best value and advanced technology to fit their needs.