

Master School Portraits (MSP) is a national Australian franchise, and collectively takes photographs of approximately 1.3 million students per year, equating to one third of all pupils in Australia.

MSP Franchise owners know exactly how important quality and service is to their customers in retaining and encouraging repeat business. Additionally, keeping up with new photo and ID card technology is vital to keep ahead of the competitive curve.

That's why Garry Pennel and Ben Holgate from the Central Queensland Region operation rely on PPC to supply, manage and maintain all their ID card printers, and have done so since 2014.

Before PPC, Garry and Ben were using another supplier but found that they weren't responsive or proactive enough in providing solutions to improve their business processes or offerings.

In the past they also used multiple suppliers for their card printer machines, and card printer consumables, resulting in a purchasing process that wasn't the most efficient.

Alternatively, PPC provided a one-stop solution for MSP, providing both the ID card printers and all consumables, therefore removing the need to waste time with multiple vendors.

'We supply roughly half the years requirements in a 2 month period, so if we need consumables, or service support, we need it fast.

"Our clients expect 7 day delivery, and we know that if we churn through our cards, PPC will have new supplies to us within 48 hours, so we never have to let our clients down," said Garry.

"Previously, we would place an order and it may not arrive for 7 – 10 working days, which affected our business delivery time, and the level of service we wanted to give."

'PPC is extremely efficient and knowledgeable with their service. We know that if we need help, we get technical and back-end support instantly, and they are so easy to deal with.

'Because Joel understands and regularly audits our requirements – what we need, how fast we need it – he and PPC have never let us down." Garry indicated that working with PPC for their ID card printer needs had certainly saved them time and money, and they had enjoyed a simpler process overall. As a bonus, because PPC knows the Master School Portrait account so well, as they do all client accounts, there have never been errors or issues with any orders.

Master School Portraits Central Queensland use 2 XID580s and an XID 590i to deliver Student ID cards to over 50,000 pupils.

Garry and Ben both take great pride in their business, and offer a 100% quality guarantee. As Garry said, "We never let our clients down, and with our 100% quality guarantee, we know that our PPC printers are delivering the quality our clients expect.

"We know that if we are ambushed with a massive order, we can place the consumables order, get it within the 48 hours, and make the deadline to the client.

Garry and Ben wholeheartedly recommend PPC to others, as "so far, every demand we have made on Joel and PPC has not only been met but has exceeded our expectations."

