

Case Study: Color

Making the most of color

the background

Midwest Transit Equipment, Inc. is the largest new and used bus dealer in the United States. At Midwest Transit they pride themselves on being innovative with marketing and sales efforts. Part of Midwest Transit's marketing plan includes an active direct mail program targeted at key potential customers. The marketing has been effective in driving new business, but there were also growing supply bills for their HP color printer. Midwest Transit experimented with outsourcing print jobs but was not able to get the price and quick turnaround time they wanted. They needed a way to handle in-house color printing that was able to combine low cost with quality output and reliability.

the solution

Midwest Transit decided on a Canon Color imageRUNNER 3200 from Martin Whalen to produce all their color prints. The imageRUNNER with a saddle-stitch finisher allows mail pieces to be printed and folded at a pace that keeps up with the high-speed marketing department.

the outcome

At Midwest Transit marketing is still driving business. They are on track to produce over 300,000 marketing pieces on the imageRUNNER in just their first year of ownership. But the figure that is most impressive to Midwest Transit management is that they are saving over 60% on each page they print on the Canon compared to the, now retired, HP printer. Given the volume that they are producing Midwest Transit will easily see a cost savings in the five-digit range. Plus, Midwest Transit has the peace of mind of knowing that the local, award-winning service Martin Whalen Office Solutions is known for is only a phone call away and that their marketing efforts will never need to be put on hold for long.



“Martin Whalen service and Canon color is a combination we have been very pleased with.”

John M. Keigher
Midwest Transit Equipment, Inc.
Director of Systems and Human Resources

To learn more about Martin Whalen log onto www.mwos.com or call a location near you...
Bradley (815) 933-3358, Channahon (815) 741-4200 or Tinley Park (708) 614-1234

