

Xerox technology delivers Mora Moravia substantial savings

Client profile



MORA MORAVIA is a company with rich history, it was established in 1825 and is currently the biggest producer

of gas, combined and electric free-standing cookers in the Czech Republic. MORA products carry its brand name and are very popular on the Czech as well as CEE market. In the Czech Republic the company holds dominant market share. MORA successfully went through number of transformations and production program changes to reflect changes in the market needs and in 2005 became member of Gorenje Group.

Situation and Analysis

Mora realized that the printed product manuals are of great importance to its customers, so it has decided to entrust all the activities associated with printing to the experts and outsource them completely. The aim was to save costs and ensure quality of rendered services with a reliable partner. Primarily, the customer wanted to avoid the necessity to manage the printing environment and focus on his core activities, which consist mainly of promotion, sale and manufacture of Mora products, instead.

The Solution

The services provided by Xerox after it was selected as reliable partner, included mainly digital production printing of product documentation manuals and related logistics. Xerox took over also responsibility for full supply management and logistics of offset-printed documents and even complex management of entire office printing equipment, including ongoing replenishment and maintenance of optimal stock of supplies, paper and spare parts.. Part of the provided services is proper users' training and basic service for troubleshooting of equipment, aiming to improve users' efficiency. Mora did not have to worry any more about completion of various types of brochures as Xerox provides within the frame of reprographic services rendered to Mora also stapling, cutting, binding, laminating and other finishing works. The services on-site include quality control, ongoing production and scanning



of preview samples of printed documents for selected users.

The Result

The innovated concept of digital printing center offers highest standard of functionality and user comfort. Compared with the previous solution the high level of flexibility provides savings through diminishing the necessary stock of documents and therefore preventing large amounts of outdated but already printed materials.

All responsibilities for document manufacturing passed to Xerox which is a great time saver, because employees can now fully focus on supporting Mora's own business.

Among other perks belongs failure-proof operation with guarantee of functionality, unrivaled quality of rendered services and guarantee of flexibility.

"Xerox is contributing significantly to the fact, that we do not spend time on activities that are not own to us, and can therefore focus fully on our core business. We have a partner we can rely on to provide top quality services in a timely fashion," says Miroslav Brada, Purchase Director, Mora Moravia.

Direct cost savings are achieved through reduction of the stock and elimination of outdated documents and unnecessary waste. The project also resulted in more transparent cash flow and improved cost structure.

Document manuals will be produced on 2pcs of XEROX 4217. XEROX will be responsible for all corridor devices too.

The company currently reports savings of up to 20% when compared to the previous state.