



Rex Brown Ltd

e-Commerce Solutions for B2B & B2C

Executive summary

Name:

Rex Brown

Office Location:

Rugby

People:

30

Challenge:

Robust, reliable, high-speed printer to fit seamlessly into the packaging operation

Solution:

RISO GD9630 high-speed cutsheet inkjet printer

Benefits:

- Low-cost printing offers competitive edge
- Reliable printer keeps packaging process moving
- Small footprint, big volumes
- Productivity enhanced with high-speed printing

eCommerce success comes in powerful small packages - the RISO GD9630

The Client

Founded in 2006, Rex Brown forged its reputation by providing retailers with a drop-ship solution for expanding ranges. The company's success is underpinned by a first-to-market mentality, providing retailers with innovative products that resonated with customers.

Now, with its expertise in logistics, sourcing and digital marketing, Rex Brown is the go-to provider for e-commerce solutions and is the trusted partner for a range of internationally-known brands. Whether it is in a B2B or B2C capacity, Rex Brown acts as a complete service for product manufacturing and development.

“It’s been great working in partnership with RISO; their clear understanding of our sector means they’ve been a strong partner in working with us to develop a solution we have been building.”

Ash Kandhari,
Director



Challenge

The Rex Brown success story is one based on consistently being innovative in such a way that it improves both how the company operates and how it can deliver for clients.

Rex Brown’s warehouse facilities optimise space, thus ensuring stock turnaround times are reduced as far as possible. When it comes to satisfying customer demands and meeting contractual agreements, timing is essential - seconds are the difference between success or failure for a retailer selling online.

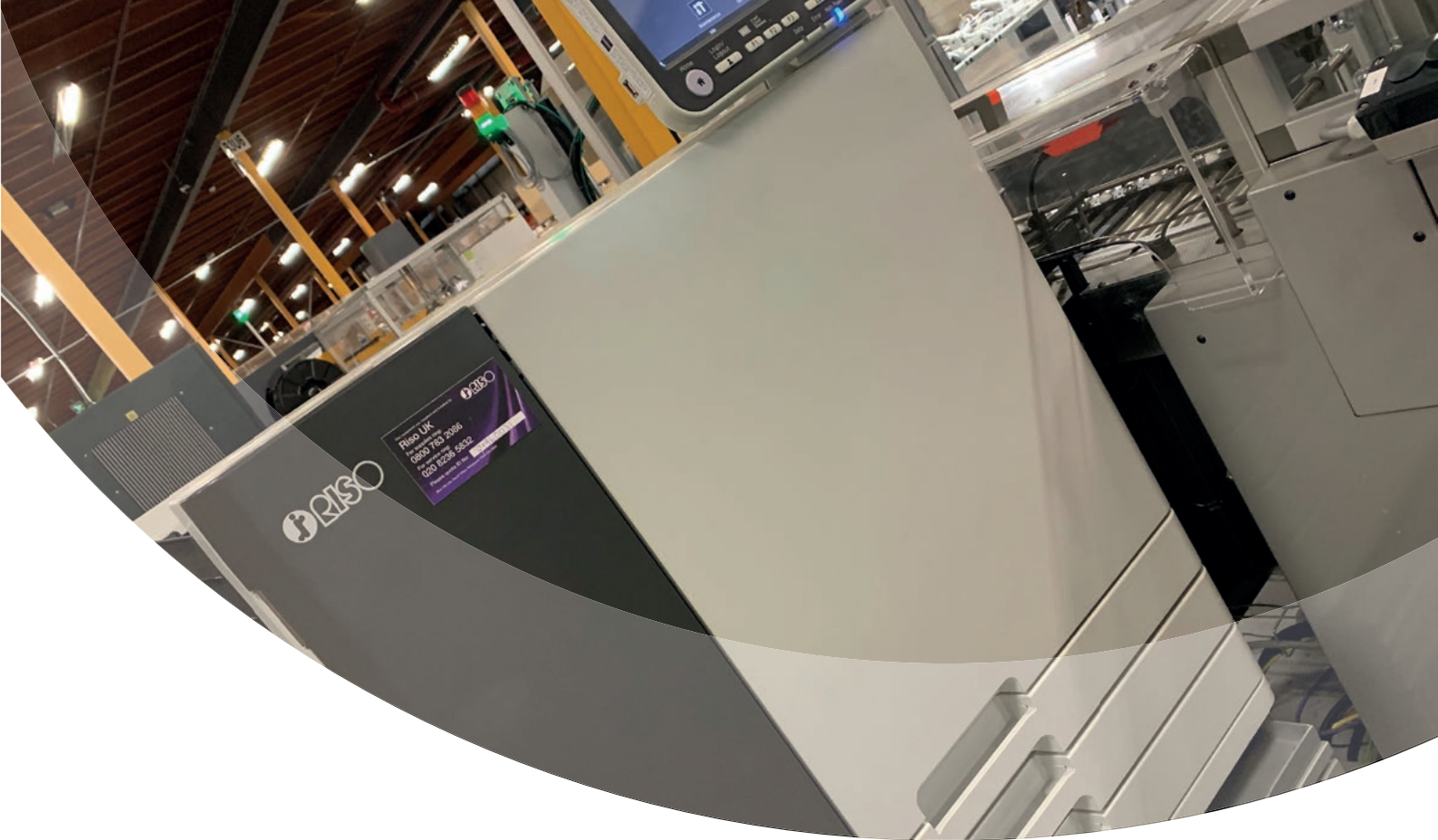
Rex Brown is more than a traditional pick and pack provider of logistics and distribution though, as it develops its own ranges of products and marketing materials for a number of retailers. It also prides itself in building entire ecommerce expansion solutions for industry leaders such as Unilever, Coca-Cola, Mattel and L’Oreal.

As efficiency is paramount, Rex Brown has focused on developing robotic and automated systems and processes that can handle large volumes quickly and correctly. The company has also trained a relatively small number of people (when compared to similar organisations) to ensure the operation runs smoothly and do the jobs automated systems cannot.

The latest in warehouse software and equipment has been installed to make things happen in terms of packaging, but a trusted, fast and low-cost print solution was required. A highly-reliable, high-speed, full-colour printer, used for personalised information sheets and labels for example, would have to fit seamlessly into the workflow.

Every second counts when it comes to eCommerce.





The Solution

With automation the goal, Rex Brown first installed innovative laser-guided box packaging equipment, reducing time and cardboard usage. The speed of this conveyor-based packaging solution meant that a highly-reliable printer was needed to produce documents that could be printed and inserted into packages without causing any delays.

After extensive testing and evaluation of printers on the market, the company installed a RISO GD9630, the only printer that was up to the job. With ultra-high speeds, this full-colour printer can deliver up to 160 A4 size colour pages a minute thanks to unique print engine technology.

What's more, Ash could see that this robust, reliable printer can be seamlessly integrated into existing workflow operations.

Working closely with RISO, Rex Brown has configured its packaging systems efficiently, with the RISO positioned so that printed labels and info sheets can be added to packages within seconds. It's a fast-paced system, and RISO plays a critical part.

“The RISO solution fits in to our company’s ethos around sustainability.”

Ash Khandari
Director



“The proven speed, accuracy, reliability and data integrity of the RISO ensures that it fits seamlessly into the complete cycle of eCommerce, which has to be fast, efficient and accurate from the placing of an order to the actual delivery.”



The Benefits

In order to succeed in the fulfilment sector, Rex Brown knows that infrastructure has to be second-to-none, and it's this that makes it stand out in a crowded marketplace.

Ash Kandhari, a director at Rex Brown, says, “The proven speed, accuracy, reliability and data integrity of the RISO ensures that it fits seamlessly into the complete cycle of eCommerce, which has to be fast, efficient and accurate from the placing of an order to the actual delivery.

Whether it's for the large brands, or the smaller challenger companies, we now have a workflow solution that keeps pace with the fast-moving world of eCommerce.”

And it has a solution that is perfect for everyday use and especially ideal when eCommerce hits the peaks, such as Black Friday and Christmas.

The use of a RISO full-colour printer allows Rex Brown to produce marketing and delivery documentation that fits a client's branding, while at the same time reducing costs. It's a real benefit that will pay dividends.

Ash says: “It's the reliability that gives us the confidence that there will be no timeouts and breaks in productivity, which is paramount in eCommerce because failure to deliver according to service level agreements can be costly.

“It's been great working in partnership with RISO; their clear understanding of our sector means they've been a strong partner in working with us to develop a solution we have been building.

“They've been very amenable and very agile in helping us to develop the system we have needed; one that will be a fundamental part of the solution we are building for our customers going forwards.

“Without RISO we would probably have been able to deliver a similar solution, but it would just have been more expensive, probably not as good a quality and ultimately detrimental to the overall proposition we are building for our customers.

“RISOs are great, as they are cutting-edge technology that fits in with the type of thing we needed for the evolution of our business. We see RISO as a fundamental part of the proposition we are building for our customers.”

Another benefit to using RISO, says Ash, is their eco credentials. “A RISO solution fits in to the company's ethos around sustainability. Eco-friendly RISO printers have been developed in such a way that less energy is used and there are no harmful ozone emissions. Also important to us is as there are fewer parts that need regular maintenance so overall costs and strains on natural resources are reduced.”

All of this, with the help of RISO, means that Rex Brown is looking to replicate what it does across Europe, and is even looking at how eCommerce systems can be made faster still.

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