



Case Study: The Australian Book of Records

Brother provides a reliable, durable, and versatile solution to record-breaking team with A3 inkjet machines that are built for business.

The customer

The Australian Book of Records (TABOR) was established in 2012, by lovers of record breaking – Helen and John Taylor. As avid record breakers themselves and founders of the Singapore Book of Records in 2005, the Taylors saw an opportunity to respond to widespread requests to create a national platform to compile, adjudicate, promote and share records locally and abroad. With their wealth of experience and close-knit team of four full time employees, their office in Wallan, Victoria is the powerhouse for planning the events that provide people all over the country with the opportunity to break records. They also publish the results of record-breaking attempts annually to showcase human excellence and encourage everyone to strive to do their best. For more information visit, <https://theaustralianbookofrecords.com/>



The challenge

The team at TABOR spend a significant amount of time away from their office, facilitating both small and large-scale record-breaking events around the country. To commend and recognise the achievements of participants, record breakers and sponsors; certificates are printed on location as a part of the positive customer experience. Unfortunately, their previous printer had become unreliable after a heavy workload and had begun to damage their certificates during the printing process. This posed a significant threat to their brand as a high quality, reputable organisation along with a substantial financial cost to the business - having to reprint damaged certificates was expensive and inefficient.

The solution

TABOR reached out to Brother and explained the challenges they were facing, including their need to find a solution quickly to ensure minimal downtime to their business. Brother promptly arranged one of their Commercial Team members to touch base with the Taylors to gain a deeper understanding of their needs and recommend the best solution.



Brother identified that TABOR required two printers, one for their office for general administrative purposes, and one they could transport to their events. The TABOR brand relies on their printers to provide a professional, high quality customer experience and therefore needed a print solution they can count on. As they spend many weeks traversing the country, they needed a solution that was robust enough to withstand transportation over long distances with ease. They needed to be durable and capable of printing and scanning thousands of certificates for record breakers, participants and sponsors in exceptional quality with demonstrated versatility across A3 and A4 print media. What they needed was powerful, hardworking inkjets that are built for business.

The product

MODEL NAME
2 x MFC-J6930DW



The benefit

By deploying two Brother MFC-J6930DWs into their workforce, TABOR found that their certificates looked and felt more premium and professional than before. These Multi-Function Centres combined high-quality printing with lower running costs, making it a win-win situation. The superior quality of their printing output comes down to utilising Brother's Genuine Ink Cartridges, which have proved invaluable in providing high quality certificates to align with the professionalism of the TABOR brand.

The inclusion of A3 printing capabilities was a must on TABOR's wish list, which was conveniently one of the many capabilities the MFC-J6930DW possesses. They were also easy to set up in their head office location and proved to be robust and durable when transportation was necessary. The intuitive touch screen allowed seamless navigation, which the team found to be a great time saving feature. The addition of the multi-purpose tray also meant that they can work efficiently as various media types can be used at the same time. Helen and John were delighted with their new Brother Multi-Function Centres and were impressed by the professional capabilities it possessed to help streamline their day to day operations.

“The Brother MFC-J6930DW has improved the professionalism of the TABOR business - the exceptional quality of print both in A3 and A4 documents and certificates is world class - we could not be happier. Additionally, the simplicity of the scanner and copier of this wonderful machine makes business life more efficient, making each day easier”.

John Taylor – TABOR Co-founder

Contact us

For more information on this case study or to find out more contact the Brother Commercial Division today:

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