

LA Fitness



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Debbie Astley, Head of IT

### Benefits

- Insightful analysis of your needs, no matter how complex.
- Time and labor savings through technical solutions calibrated to the needs of your organization.
- Prompt, reliable service.
- Peace of mind from stability and corporate commitment.

### Background

LA Fitness is one of the leading health and fitness chains in the UK and is a market leader when it comes to offering a wide range of fitness options in convenient locations.

With more than 3,500 staff operating some 87 clubs across the UK, with each club offering its members a wealth of facilities, LA Fitness is a fast developing business serving some 250,000 members who make 10m visits every year.

It comes as no surprise to learn that, in the light of such a strong membership base, LA Fitness places an extremely high degree of importance on maintaining and operating a fully networked communications and printing solution to enable the company's head office to communicate between each of its clubs and with its members. Equally as important, the solution has to be cost effective and scalable as the company continues to experience such rapid growth.

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**The Solution**

With nationwide demand rapidly growing for a diverse range of marketing collateral, the company's central marketing department had found that it was fast becoming a costly exercise to print and ship marketing and promotional material to each of its clubs. At times, some of the material might remain unused or become out of date due to cross promotional or seasonal offers, and therefore a more cost effective electronic solution was required.



LA Fitness turned to its incumbent supplier Danwood with a brief to supply an all inclusive, scalable, networked printing solution that would enable the marketing team to continue to design and create bespoke marketing material for its regional health clubs. They would then be distributed electronically and printed locally on demand, thereby saving on shipping costs and print wastage.

Danwood, as the UK's largest independent supplier of networked printing solutions was able to very quickly identify the requirement and put forward the Sharp MX 2300 series colour multifunctional (MFP) print engines for consideration. The Danwood proposal highlighted the benefit that the MX series combines a network printer functionality with both Ethernet and USB 2.0 interfaces which would facilitate the direct printing from either USB memory devices, networked or email-attached PDF, TIFF or JPEG files.

This meant that the marketing department could still control the centralised creation of campaign material or membership documents which could be electronically distributed to each of the clubs to be printed on demand.

**The Outcome**

Danwood subsequently supplied, installed and networked some 65 Sharp MX 2300 MFP printers, one Sharp AR-M700N PCL5e, and four HP 4343 MFP devices and a Konica Minolta C500 digital colour graphics print engine within a very short four week window. This was achieved by a process of 'device cloning' which means that each MFP would be identically set up for each location prior to delivery, thereby saving valuable onsite installation time and greatly reducing the time spent by the LA Fitness IT teams when setting up the fleet of MFP's on their network.

Debbie Astley, Head of IT at LA fitness says: "Danwood has proven to be a truly professional company that has provided LA fitness with its MFP printing requirements for the last six years. We have never received an inferior service from Danwood and still see commitment and enthusiasm on a day-to-day basis."

For its consumable requirements, including paper, Danwood supplies LA Fitness through its online and catalogue sales division Danwood Direct - which can be found at [www.dd24-7.com](http://www.dd24-7.com). Danwood Direct is a

one stop shop for all consumables for copiers, printers, facsimile machines, and graphic arts.

LA Fitness now enjoys the freedom and reduced costs afforded by a networked fleet of full colour multifunctional digital printers delivering advanced colour, speed, security and environmental performance with all the optional job-finishing options in place that allow printed documents to be stapled, saddle-stitched or hole-punched on site.

"Danwood continues to understand our requirements and business objectives, assisting us in defining our network printing strategy through cost-effective measures where possible," concludes Debbie Astley.