

# Case Study

**muratec**

Multi-Function Made Easy



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## Brief:

Muratec Europe (UK) is the UK division of a multi-national multifunction print, copy, fax manufacturer. Dna Media Services currently provide all of their advertising design, copywriting, photographic and design for print services.

The new heart icon is now used in parallel with the existing brand as a brand enhancement, giving Muratec a stronger brand identity than their previous 'product based' branding. The new look enables them to produce much more powerful and impactful marketing of Muratec the brand, as well as still pushing the products.

## Customer Testimonial

"We have been working with dna media services for many years and the level of service we get from them is second to none. We have worked with many agencies over a number of years and dna get our seal of approval."

Stewart Carroll | UK General Manager, Muratec.

BRAND DEVELOPMENT,  
PRINTED SPEC SHEETS AND FOLDER DESIGN

**MFX1350**

Multifunction Machines You'll love to use

MFX1350 is perfectly suited to organisations with a need for secure, efficient and low cost copying, printing & scanning.

**OfficeBridge Optus Available**

**Muratec**  
Multi-Function Made Easy

**MFX1350**

OfficeBridge Optus Available

Copy Scan Fax

**Muratec**  
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Functions:	Copy
ADF:	607 A4 pages/48 A4, 360 A4 or 300 A3 pages
Resolution:	600 x 600 dpi
Zoom ratio:	25-100% (150, 175, 200%)
ICC2 (Post Copy Output Time):	17 seconds*
Print volume:	100ppm
Print speed:	20ppm (A4)
Resolution:	600 x 600 dpi
Operating System:	Windows XP, Vista, Mac OS X, Linux
Max. sheet:	A4
Size interface:	Touch screen (4.3 inch)
Resolution:	2400 x 3000 dpi
Scan format:	PDF, JPEG, PNG, TIFF
OfficeBridge Feature:	Scan to e-mail, FTP, USB, Network, External Hard Drive, etc.
Model code:	MFX1350
Dimensions (mm):	420 x 420 x 420
Memory:	64MB (expandable to 128MB)
Memory backup:	Yes (for 128MB)
Address book:	100 (expandable to 200)
Over sheet:	120mm
Over sheet:	120mm

**Muratec**  
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ADVERTISING  
DESIGN

Multifunction Machines You'll love to use

Copy Scan Fax

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**Award Winning Multifunction from Muratec...**

With features like these, it's easy to see why Muratec's MFX2050 Multifunction machine has won the 2008 Printer Copier MFP Awards, awarded by What to Buy for Business:

- Email, Print, Colour Scan, Copy and Fax as standard
- Energy Star rated The MFX2050 Multifunction features automatic power saving modes to save energy including a deep sleep mode overnight which reduces the power consumption to <11W (less than an energy save light bulb).
- Converts incoming fax's into electronic files eliminating paper and printing.
- Scan to e-mail and scan to network folder features - no unnecessary paper copies.
- Long life toner and drums: The toner and drums have a long design life and sufficient toner to last the life of the toner: 16,000 prints at 6% toner coverage Drum 30,000 prints on 2 page duty cycle.
- Equipment is RoHS designed and contains no harmful materials such as Lead, Cadmium and Mercury - over 65% of the materials can be recycled at the end of life.

Contact Muratec for further information on the Award Winning MFX2050, or other machines from their range of multifunctions

Call: 0870 608 6084  
info@muratec.co.uk

Or visit our website:  
www.muratec-europe.co.uk

**Muratec's MFX2050 Multifunction machine, WINNER of the 2008 Printer Copier MFP Awards**

## EMAIL ADVERTISING DESIGN



**A3 at just 0.3p!**  
From Muratec...

Multifunction Machines  
You'll love to use  
Copy Scan Fax

**Muratec**  
Multi-Function Made Easy

Muratec's Europe UK, the multifunction specialists, have just reduced the running costs on all their A3 multifunction machines to an amazing 0.3p!

- A3 and A4 output
- Up to A3 Faxing
- Touch Screen
- Voice Guidance
- Easy Networking
- 27 pages per min
- Duplex Print

- Scan to Email
- Duplex Copy
- Booklet Copy
- Duplex Scan & Print
- High Capacity Feed
- Electronic Sorting
- User Friendly

- OfficeBridge Option
- Copy, Scan & Fax
- Handset Option
- Fax Stamp Option
- Counter Option
- Quick warm up time
- High resolution print

No other multifunctionals in this class offer the same level of performance as the Muratec's A3 machines. Call Muratec to find out more about our low cost A3 multifunction machines and great deals for dealers.

Call: 0870 608 6084  
info@muratec.co.uk

Or Visit our website:  
www.muratec-europe.com

Winners of 2008 Printer Copier MFP Award

## DESIGN FOR PRINT



PROMOTIONAL MATERIAL DESIGN



DNA MEDIA SERVICES LTD.

GRAPHIC DESIGN AND WEB DESIGN SERVICES  
BASED NEAR GUILDFORD, SURREY.

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