

SUCCESS STORY

Customer: Virgin Media
Country: United Kingdom
Industry: Telecommunications

Virgin Media is the first provider of all four broadband, TV, mobile phone and home phone services in the UK.



NOW YOU SEE IT — NOW YOU DON'T

Virgin Media recently completed a successful trial of the pioneering Toshiba TEC e-STUDIO306LP – a new multifunction product (MFP) that takes waste reduction and cost efficiency to new levels, thanks to the use of a revolutionary erasable toner.

Virgin Media is synonymous with modern entertainment technologies and was the first provider of all four key services in the UK – broadband, TV, mobile phone and landline. As well as delivering ultrafast broadband connections to over half of all UK homes, it was also the first to offer HDTV and 3DTV on demand.

With sustainability at the very heart of its activities, the company prides itself on growing its business in a way that's good for people and the environment. Managing waste is a key element of this objective and customers, staff and social commentators are all encouraged to provide input and ideas about how this can be achieved.

Virgin Media is a long-term customer of Toshiba TEC UK Imaging Systems and, with an estimated 7 million colour print outs a year, is always keen to make its print based functions as efficient as possible. Having been informed about the development of the e-STUDIO306LP, when it was offered the opportunity to trial the new device, it jumped at the chance.

Dave Holdsworth, Virgin Media's IT Regional Support Manager, comments, 'We'd heard about systems from other manufacturers that claimed to do a similar thing – albeit with limited success – so wanted to see what Toshiba TEC had come up with. We were particularly interested in finding out how this new multifunction product (MFP) could help us save money and reduce print related waste.'

The concept of erasable printing technology itself isn't new; however, previous systems have relied on specially made plastic coated paper that erases toner via a printer's thermal heads. The e-STUDIO306LP is different as it uses standard copier paper.

'When previously printed paper is fed into the eraser unit it heats the ink, which wipes the print and provides a blank sheet to use again,' explains Jeremy Spencer, Toshiba TEC's marketing director. 'This drastically cuts overall paper usage which obviously saves costs. Just as importantly, however, if the same piece of paper is used five times, the total CO₂ emissions can be reduced by up to 50 per cent depending on print volume, compared to printing once per sheet.'

"I was impressed with the ease of use of the MFP and eraser unit, and think that it is particularly suitable for printing internal documents, emails and memos. It would definitely be useful at Virgin Media as not only could it save us money, it would also help us meet our sustainability based goals."

– Tony Duffy
ERP Support Analyst

In most cases documents that have been printed/used are either filed away or scrapped, but with the e-STUDIO306LP, there is no filing or destroying required. The contents of a document can be converted into an electronic file, which is stored in a document management system (DMS). Individuals can then access it from any location and amend it as part of a workflow.

Toshiba TEC installed a prototype e-STUDIO306LP at Virgin Media in (February/March) 2013, positioned where it could be accessed and used by a wide variety of people from different departments. After this trial period finished various personnel were invited to provide feedback about their experiences with the MFP and offer their views about how it could be used longer-term.

The response to the device was unanimously positive, with widespread recognition for its waste reduction potential. Tony Duffy, ERP Support Analyst in the IT Development & Support department, comments, 'The e-STUDIO Eco device is a great idea and is typical of the innovation that we expect from Toshiba TEC. I was impressed with the ease of use of the MFP and eraser unit, and think that it is particularly suitable for printing internal documents, emails and memos. It would definitely be useful at Virgin Media as not only could it save us money, it would also help us meet our sustainability based goals.'

This view is shared by John Adams who works in Virgin Media's Remedy Support & Development department. He adds, 'My job involves printing documents which I then annotate. Although it is not possible to use standard ink pens to do this, as the paper cannot then be recycled, I was able to use a FriXion ball pen and the MFP can subsequently erase this ink too. What's more, the eraser unit is able to detect if the sheet is reusable and automatically places unusable sheets in a separate bin, which is remarkably clever.'

Toshiba TEC was also happy to hear about ways that the e-STUDIO306LP could be improved. Pam Ratcliffe, who works in the Support & Development department, comments, 'Although I preferred printing in the blue ink rather than the black, as it provided better contrast, most of the documents that I produce include graphs and line drawings and these need more than one colour to be easily read. I was therefore pleased to hear that Toshiba TEC is currently developing other options, potentially with a full colour version in the pipeline.'

Dave Holdsworth concludes, 'In summary, we loved the technology, and can really see its worth in organisations like ours that use an inordinate amount of paper. Whilst we haven't adopted it yet, it is definitely something we would consider for the future.'

The e-STUDIO306LP is part of Toshiba TEC's on-going commitment to introducing solutions that help businesses achieve their operational and corporate social responsibility based objectives, something that this trial highlighted. Jeremy Spencer concluded, 'The feedback we have received from Virgin Media confirms our belief that it will open the door to a new way of working by encouraging users to save money and reduce the massive amount of waste paper that is created in offices every day.'



e-STUDIO306LP



e-STUDIO RD30

ABOUT VIRGIN MEDIA

Virgin Media is the first provider of all four broadband, TV, mobile phone and home phone services in the UK.

The company's cable network – the result of multi-billion pound private investment – delivers ultrafast broadband to over half of all UK homes, with speeds of up to 120Mb, as well as market leading connectivity to thousands of public and private sector organisations across the country.

Virgin Media has developed the most advanced interactive television service, bringing together broadcast TV, thousands of hours of on demand programming and the best of the web in a single set-top box powered by TiVo. The company was the first to offer HD TV and 3D on demand to millions of British households.

The world's first virtual mobile network was launched by Virgin Media and it is also one of the largest fixed-line home phone providers in the country.

Virgin Media is a part of Liberty Global plc, the world's largest international cable company. Together Virgin Media and Liberty Global serve 25 million customers across 14 countries, helping connect people to the digital world and enabling them to discover and experience its endless possibilities.

About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage and display information.

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Together Information is Toshiba's vision for how people and organisations create, record, share, manage and display ideas and data.

It is based on our belief that the most successful organisations are those that communicate information in the most efficient way .

We make that possible through an integrated portfolio of industry-specific solutions, all of which reflect Toshiba's commitment to the future of the planet.

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