

Designs By Lucinda upgrades its image and prints impactful color brochures, invoices and sales receipts with the Lexmark C500n.

Documents at Designs By Lucinda speak volumes with Lexmark C500n

The Organization

Designs By Lucinda creates affordable jewelry of the highest quality for the purpose of bringing much-needed financial help and awareness to non-profit organizations and their causes around the world. Providing uniquely designed, handcrafted wearable art that benefits social causes through symbolic representation and whimsical creations, Designs By Lucinda has sold more than four million pins and has helped raise \$25 million for non-profit organizations since its inception at Lucinda Yates' kitchen table in 1989.

Each pin takes three weeks to design and is touched more than 120 times by the company's artisans. As such, each piece is a one-of-a-kind work of art. Its jewelry creates a memorable visual for causes that, when worn by supporters, sparks conversations that would not have otherwise occurred. Those conversations often translate into action in the form of additional pin sales, donations to the cause or volunteerism that supports the overall mission of the non-profit organization.

The Challenge

Color makes the pins created by Designs By Lucinda distinct. But, when it came to printing its own invoices and brochures, Designs By Lucinda didn't stand out much at all.

Printed on an older model inkjet printer, the company's invoices and brochures didn't reflect the professional image the company had grown to deserve. The Designs By Lucinda logo looked dull, text on sales receipts appeared muddy and brochures just didn't pop.

Michael Reynolds, General Manager at Designs By Lucinda, wanted to find a better color printing solution that would strengthen the company's image, allow it to print four-color invoices, brochures and

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—Michael Reynolds
General Manager
Designs By Lucinda
Portland, Maine
www.lucinda.com

other promotional pieces in-house more affordably and reduce overall printing costs. Reynolds decided to evaluate Lexmark's C500n color laser printer.



Designs By Lucinda creates jewelry for non-profit fundraising initiatives and has helped organizations raise more than \$25 million since 1989. Designs by Lucinda uses the Lexmark C500n to create and proof its colorful marketing materials.

The Solution

The Lexmark C500n was installed on 10 personal computers at the firm's Portland, Maine headquarters. Reynolds and his team immediately began printing documents, including those required for shipping its products. Included with every shipment is an invoice, sales receipt, brochure and a promotional piece that highlights specials and events.

"The difference in print quality with the Lexmark C500n compared to our old inkjet printer is like night and day," said Reynolds. "We brought the first package with the newly printed documents down to the shipping department and they immediately noticed the difference."

The Designs By Lucinda staff was impressed by the C500n's speed: up to eight pages per minute (ppm) in color and up to 31 ppm in black and white. "The speed of the C500n is tremendous," said Reynolds.

But the graphics designer at Designs By Lucinda was even more impressed with the precision of the color in the output. "Our logo and designs on the printed page are true to life now," said Reynolds. "And that just helps improve our image as a highly professional organization."

As with most small businesses, ease of use and maintenance are essential. The C500n has separate toner cartridges for cyan, magenta, yellow and black, enabling Designs By Lucinda to change cartridges as each runs out, saving considerable costs. Paper is a cinch to load and the optional legal-size paper tray enables the company to print its larger brochures on the C500n.

The Results

For Designs By Lucinda, reducing office-related costs is an important criteria. Previously, the company spent \$500 per month on inkjet cartridge supplies.

"We were spending about 70 cents per double-sided sheet with our inkjet printer," said Reynolds. "With the C500n, we'll be able to save about 30 cents per document on printing costs alone."

For Designs By Lucinda, its business is about creating conversations with unique pieces of jewelry to support non-profit organizations. With Lexmark's C500n, its invoices and brochures now speak volumes.

To learn more about Designs By Lucinda, to order individual pins or to learn more about using its jewelry for fundraising efforts, please visit www.lucinda.com.

Lexmark C500n

