

Putting customers first has kept HOE here for 36 years

Bringing the world's leading office solutions to customers across the north of Scotland, Highland Office Equipment is celebrating its recent appointment as the only Canon dealer in the Highlands.

Directors Alex Main, Willie Main and Steven McLennan revealed their delight in being able to offer customers the Canon brand. "We're really excited about this, as Canon is one of the biggest names in the world for imaging products and solutions," Alex Main explained. "They are very particular about choosing their dealers, so it is a prestigious appointment for us. Canon has not had a commercial outlet in the Highlands for more than 15 years. "Customers living in the Highlands who wanted equipment from the Canon range had to buy from down south. Now the brand has a local presence with all the benefits this brings."

For 36 years, Highland Office Equipment (HOE) has remained the north's leading supplier for office furniture, stationery, copiers, printers and other equipment essential for the busy, modern office.

The late Bill Main and Roy McLennan, who retired last year, set up the company in 1974.

The business is now run by their sons with the same commitment to delivering the best products available in the industry, along with unrivalled standards of customer support.

"HOE is a family firm with family values and we put great value on our loyal staff," William Main said.

"Everyone in the business is considered part of the family. Some of our staff have been with us since 1974.

"We've seen competitors come and go, but we've stood the test of time. We have always strived to give the best possible service, and our focus is on quality in everything we do."

Despite serving an area the size of Belgium, HOE insists on providing a personal service.

"We take pride in providing local sales and local service," Willie Main reflected. "That makes us unique among our competitors.

"Customers don't have to phone a call centre in Asia to order toner or organise a repair. We have our own call control centre, in-house at Technology House in Harbour Road, Inverness.

"We also have 16 of our own engineers based around the north of Scotland, covering from Oban in the south-west, to Wick and Thurso in the north, the Western Isles, as far south as Dalwhinnie and east as far as Inverurie.

"We are one of few office equipment

suppliers that can project manage, install and offer after-sales service – all locally."

Customers obviously appreciate that everything they need – from pens to the latest multi-functional printer and copier – is available on their doorstep and at very competitive prices.

Alex Main remarked: "Local businesses can pop in and get all their office supplies from our shop in Technology House, or it can be sent out direct from our Inverness warehouse.

"Customers wishing to buy office furniture can come in and see an office set-up, sit in the chair and try out the desks.

"Whether you're looking for a small workstation for a corner of a room at home, a new ergonomic chair, or if you're looking to kit out a call centre, you can see all the different options – from our budget range to the executive range for boardrooms.

THERE ARE NO OTHER SHOWROOMS OF THIS SIZE IN THE NORTH."

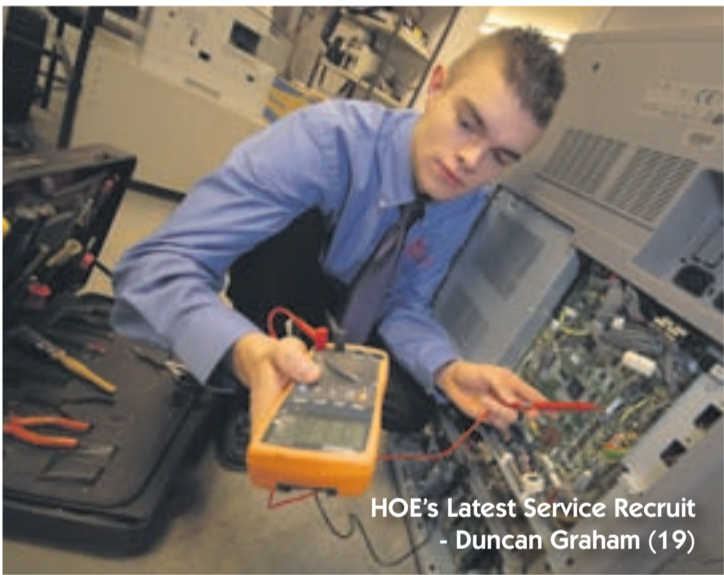
HOE has proved its pedigree over the years with a number of prestigious contracts.

"We recently equipped all phases of the Centre for Health Science at Raigmore Hospital and furnished the new Highland Archive Centre at Bught Park in Inverness," Steven McLennan revealed.

"We have the experience and the capability of carrying out all manner of contracts.

"We can supply ink for the small home office or deliver the latest photocopiers and printers for state-of-the-art print rooms."

Local, competitive and with their finger on the pulse of the latest developments in the industry, if anyone can, HOE can.



HOE's Latest Service Recruit - Duncan Graham (19)



HOE's service back-up team



HOE delivery team - John and James

"We have always found the directors and staff of Highland Office Equipment to be polite, courteous and, above all, helpful. They have always gone out of their way to find the right solutions for our needs – and the after-sales service and support is excellent. A family firm, with family values."

John Haig – practice manager at Munro & Noble Solicitors and Estate Agents, Inverness

At the forefront of technology

HOE is committed to making technology work for its customers and specialises in finding the best working solution to everyday tasks – helping customers to boost productivity and keep costs down.

Significant investments in technology have also enabled HOE to improve its service to customers.

It recently installed Capture IT software which links customers' office equipment into a maintenance network with access to e-mail.

"The photocopier will automatically e-mail us in Inverness when it's running low on toner or imaging units, before the customer even knows, so we can despatch supplies in plenty of time before it runs out," Willie Main said.

"This proactive intelligent system will also e-mail meter readings, so we have 100 per cent accurate figures for billing copies to customers – no more overestimates."

The latest net viewer software enables service staff to dial into the customers' system direct from Technology House to diagnose any faults that arise. Willie Main explained: "If a customer in Lochinver has problems with a printer, they don't want to wait four hours

for an engineer to come out. "We can gain remote access and provide a first fix solution to help cut customers' downtime and cut our own carbon emissions as we don't necessarily have to drive out to the site.

"Customers simply have to log the fault via our website and the engineer will respond and can start working on it immediately."

If engineers have to visit in person, HOE ensures they have all the information they need at their fingertips.

Steven McLennan revealed: "Every engineer in the field has a PDA (personal digital assistant (PDA)). We found this improves service and cuts response times.

"The engineer can access the history of the machine and parts availability – both what's in his vehicle and what's in our store.

"He doesn't have to access a paper log sheet, or phone head office to see if the part is in stock. It's all there in the palm of his hand.

"Any parts he uses for the repair from his vehicle are logged into the PDA and replaced automatically when he arrives back in Inverness, so the mobile parts box stays replenished – ready for the next customer."



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Trust HOE to deliver trusted brands

Canon

Recognised as a world leader in imaging products and solutions, Canon has a reputation for reliability and brings exciting advances in technology to the digital home and office. Canon's latest printing and copying solutions, high speed document scanners, multi-functional systems and large format printers are now available to HOE customers.

However, the Canon range will not replace the existing stable of products supplied by HOE. Alex Main explained: "Canon fills a gap in our product range. The Konica Minolta range familiar to our customers is not being replaced.

"Offering Canon is a way of growing the range and giving customers the choice of the two biggest names in the world right here in the Highlands."

Steven McLennan agreed: "There's a synergy between the two ranges and customers can now access new products.

"Canon colour photocopiers and printers are unique, and the company has also developed a large format colour photocopier.

"It also has a range of scanners, supplies and consumables which other manufacturers just don't offer.

"To our minds Canon products offer the very highest standard when it comes to product range and quality.

"There are many others out there and we spoke to different manufacturers and dealers in the UK, but Canon has that reputation for reliability."

The Konica Minolta portfolio is another trusted solutions provider, and HOE has been working with the brand since 1976 – bringing the latest developments in the range to Highland customers.

Alex Main commented: "Konica Minolta is one of the biggest names in photocopiers. The bizhub range offers the latest multi-tasking systems for modern offices.

"Many of its models have printing, scanning and faxing as standard features, and there's a raft of solution products which come with the printer such as document archiving, scanning or cost control software.

"It is also recognised as the greenest in the world today and was the preferred supplier to the recent Copenhagen Climate Change summit.

"It has one of the lowest energy ratings on the market – making it even more cost-effective for customers."

As you'd expect, HOE doesn't just supply the products. It looks after them too.

Alex Main revealed: "With taking on the Canon range, we're now looking for two new sales staff and two new engineers, who will be trained with Canon – to ensure service and repairs stay local."

"Canon is a world-famous brand, although one Scottish Provincial Press has not used previously for office equipment. I have found HOE to be an extremely approachable local firm with a good reputation and excellent customer service. So when I saw that HOE is now the new Canon dealer in the north, I took the opportunity to take delivery of the first of its machines. The imageRunner Advance C5035i is an excellent multi-function copier with impressive speed and high quality output. HOE's customer service was, as ever, second to none with the team setting up the machine and giving us a full overview of its many functions. Key to me is the 35 page per minute copying with no loss of speed for colour printing. Other features such as secure printing, fax and e-mail, and USB connectivity all support its purpose as a serious business machine that is easy to use for a wide variety of tasks. Clearly cost is an important consideration, and HOE's prices are both keen and transparent and we only pay for the copies we use. Ease, speed, quality, customer service and price – the HOE/Canon combination delivers my requirements in all these areas. I am very pleased to support a long-standing Highland business – it's clear why HOE has prospered over the last 36 years.

Richard Dudley –
director of finance at
Scottish Provincial Press



The directors of HOE and Canon UK celebrating the company's appointment as the only Canon dealer in the Highlands, from left to right: Alex Main (HOE), Kevin Sullivan (Canon UK), Steven McLennan (HOE), David Brown (Canon UK) and William Main (HOE)



Above: Gordon Mackenzie and Alex Main (director) of HOE hand over the company's first Canon printer to Richard Dudley, director of finance, Scottish Provincial Press



Richard Main - sales executive for Moray and Grampian area

"Highland Office Equipment has installed and maintain 34 Digital Document Systems for all our offices throughout the Highlands and Islands. We are delighted with the reliability of the equipment supplied and the high quality of service we receive from Highland Office Equipment.

Highlands and Islands Enterprise

"After careful consideration we decided to change supplier and award our photocopier contract to Highland Office Equipment. We opted for Konica Minolta because of the quality of the Bizhub MFD product, and for their competitive price and the level of service offered with HOE.

Gavin Sutherland – managing director, Sutherlands Electrical, Inverness.



Norma Mackenzie - showroom sales executive

Your partner in business

The business world has changed over the last 36 years, and HOE has evolved with the industry.

Alex Main explained: "We're no longer just a photocopier supplier – we offer complete solutions management.

"We can sort out problems for customers, solve issues and cut costs.

"Many local companies consider us more of a business partner, rather than simply a supplier."

Highland businesses respect HOE's strong technical expertise and renowned business integrity. They know the sales team will go out of their way to source the right solutions and products for customers' specific needs.

Steven McLennan revealed: "If you condense all the separate office operations into one, you cut down on suppliers, cost and time.

"More businesses are opting for multi-function machines which print, scan, copy, fax and e-mail.

Ninety five per cent of our equipment is also now digitally connected to networks.

"For example, we have just signed a contract with a major care home group to supply 16 multi-functional machines to each of its care homes in Scotland.

"After consultation, we recommended that all machines are networked and each has its own scanning station.

"This means all homes can scan in documents which are then routed directly to head office.

"Staff don't have to post sensitive documents. Instead they can be sent and retrieved from head office with no time delay.

"We are the only firm in the north that has the capability to supply, install and service office equipment in this way."

As part of its service, HOE offers customers **FREE PRINT AUDITS**. Alex Main said: "We will temporarily monitor all printing

and copying activities and then recommend the most efficient printing and copying solution for the customer and identify cost savings.

"Desktop printers are expensive to run. The latest multi-function printers have low running costs and will therefore reduce customers' costs and their carbon footprint."

Steven McLennan added: "We're keen to help clients find the best office products for their needs. The industry is changing all the time.

"We stay informed, so we can pass on the latest developments we think will help our clients.

"No job is too big or too small. We've helped large multi-national corporations and individuals stocking their home office save money and increase efficiency." It's a strategy that works. As William Main noted: "Customers keep coming back. They know they can rely on us."

Matthew Searle –
director of Canon Partnership Channel

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Canon imageRUNNER 2520

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- Up to 2,000 sheet maximum paper capacity
- Compact design and intuitive touch-screen display
- Extensive configuration options • Energy efficient



Canon imageRUNNER C5030

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- Intuitive user Interface • Stunning print quality
- Multifunctional device offering Print, Copy, Scan & Fax
- Space saving with internal finishing configuration
- Powerful document collaboration



Canon imageRUNNER C7055i

- Productive printing at 55 ppm in colour & B&W
- Easy to use large touch-screen operation
- High quality printing & finishing
- Fast, single pass duplex scanning up to 200ipm
- Powerful document collaboration

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If anyone can **HOE can**

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