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 **MURATEC
& DUR-A-FLEX**

American Copy makes the connection

Increased productivity and an improved bottom line

Muratec™

Growth is good. But it can also lead to unexpected challenges. Just ask Dur-a-flex.

Consistent efforts to exceed customer expectations paid off recently with a dramatic growth spurt for the East Hartford, Connecticut-based industrial flooring manufacturer. As a result, the company scrambled to modify unused portions of their complex into functional workspace to add employees and capacity.

As department sizes increased, communications – internally and with customers – began to suffer. Incoming faxes, for example, began piling up and were not efficiently distributed throughout the company for approval and fulfillment.

Dur-a-flex looked at several solutions for their document distribution problem, but most required either a long-term commitment or large upfront cost. The company even experimented with using a golf cart to distribute documents to various departments and work areas throughout their campus.

“It was a unique idea,” says Tom Matcheson, Dur-a-flex facilities manager. “I don’t know how many companies have ever used a golf cart to distribute documents. It helped our situation initially, but as our expansion continued we had to find a better solution.”

AMERICAN COPY STEPS IN

Enter Muratec dealer American Copy, based in Waterbury, Connecticut. Headed by owner and master service technician Bill Harris, American Copy completed a comprehensive evaluation of Dur-a-flex’s communication and document distribution requirements.

The resulting recommendation was to connect Dur-a-flex workspaces with multifunction devices capable of faxing, copying and printing. The choice was the Muratec MFX-1200 thanks to its powerful

12 page-per-minute print engine, industry leading fax capabilities, small footprint and low cost of ownership.

“We needed a solution that would allow us to send and receive faxes between our specialized departments as well as to our customers and sales staff across North America. And we wanted the ability to make quick copies without having to make a long trip to the administration area,” says Matcheson.

RELIABLE PERFORMANCE

“When American Copy bid the MFX-1200 I was a bit skeptical. The machine met our performance requirements and was cost-competitive, but I was unfamiliar with the Muratec brand. American Copy has always provided us with superior service and equipment so I decided to go with their recommendation.”

According to Harris, success for American Copy is all about finding a cost-effective way to precisely meet customer needs.

“When I started out as a technician, I would come across customers who were using machines that didn’t fit their needs,” he explains. “So I became part technician, part salesman and would suggest products when I was on service calls. It’s gratifying to know that you are helping a customer get the most out of their equipment while reducing their operating cost.”

UNIQUE SOLUTIONS

“I carry the Muratec line because it provides unique solutions to my customers needs,” Harris adds. “Coming from a service background, I require the products we place to be the best overall value to a customer. From our high-end copiers to our fax and multifunctional products, American Copy has the most versatile, reliable and cost-efficient product line in the area.”

Thanks to Muratec and American Copy, Dur-a-flex, productivity has increased and the bottom line has improved.

“The machines have been outstanding and have improved communication throughout our facilities,” says Matcheson. “As our needs change and we undergo even further expansion, I definitely foresee incorporating additional American Copy and Muratec solutions into our facilities.”



MFX-1600