

Canadian outdoor apparel company uses Lexmark colour laser to print colour line drawings and product spec sheets more efficiently.

Westcomb sees clear skies ahead with Lexmark colour laser printer

The Organization

Westcomb Outerwear is a Canadian designer and manufacturer of high-performance technical outdoor apparel for skiers, snowboarders, hikers, climbers, paragliders and “anyone who wants to have a great time outdoors,” says Director Alan Yiu. Based in a 2,000-square-foot office/warehouse just outside Vancouver, the company takes pride in designing quality lines of technical outerwear that function and fit, as well as they look. Westcomb Outerwear is sold at specialty outdoor stores across North America and Asia.

The Challenge

Designing award-winning technical outdoor apparel can be a mountain of a task – especially if you’re not working as efficiently as possible.

Westcomb has always needed to print line drawings of its upcoming Spring and Fall Collections in colour to help its merchandisers and sales and marketing team visualize the upcoming designs in all of the available shades and enable them to suggest changes before product prototypes are developed.

Colour is essential in the fashion business, explained Yiu. “We can’t show people black and white line drawings and ask them to use their imaginations. Colour ties everything together and makes the planning process easier.”

Up until recently however, the company only had a monochrome (black and white) laser printer in its office. As a result, an employee had to drive across town to a copy shop every time colour output was required. “We had to factor in an extra two hours of our time,” recalled Yiu. “It was brutal.”

“We spend less time on printing and more time designing and selling our clothing.”



—Alan Yiu
Director
Westcomb Outerwear Inc.
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The Solution

Now the up-and-coming west-coast clothing company uses a Lexmark network colour laser printer to quickly generate colour line drawings and product spec sheets onsite. “It eliminates the hassle of having to run out to make colour copies and lets us focus on designing new collections,” Yiu said, adding that the device is used as the company’s main printer. “We also use it to print important black



Alan Yiu, Director of Westcomb Outerwear Inc.

and white documents, like email and blueprints for our factories producing the final garments.”

The Results

According to Yiu, not only is the Lexmark colour laser printer saving valuable time; it's also saving money. Compared to the 75 cents per colour copy Westcomb used to pay at the copy shop, the Lexmark printer's cost per page amounts to approximately 15 cents. “And we don't have to leave the office,” said Yiu. “We spend less time on printing and more time designing and selling our clothing.”

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