

Letter of Recommendation

Fujitsu is the worlds leading manufacturer of high quality professional document scanners. These are designed, manufactured and marketed worldwide by PFU Ltd and its subsidiaries. PFU EMEA is a wholly owned subsidiary of Fujitsu Ltd, Japan.

During 2005 PFU EMEA began a Pan-European Warranty & Service program to support its market leading scanner products. The program has subsequently been expanded to a Pan-EMEA program covering more countries in the Europe, Middle East and Africa region and is still expanding. As a result, our requirement for shipping spare parts, replacement scanners and other materials has grown in volume and subsequently the distances these materials are transported has also grown significantly.

As operations and geographic cover expanded, reports of damage to products and materials whilst being transported increased. This directly affected customer satisfaction as customers were disappointed to find replacement parts or products were defective upon arrival due to damage in transit. We also experienced many that were so badly damaged in transit, they had to be written off. To counter this, we considered adopting a policy to use new shipping cartons for every shipment or every second shipment, however with our current solution this would have led to a massive increase in the consumption of cardboard and polystyrene and was deemed to be expensive, extremely wasteful and in contradiction to the Fujitsu Group's environmental policy. It was clear we needed a robust professional solution.

Our Service Partner contacted several suppliers of professional shipping solutions to obtain samples. We then set about evaluating these samples in the field to see how they performed. We reviewed the solutions together and narrowed the list to 3 suppliers.

Our key selection criteria were:

- Level of protection from shock / impact damage.
- Durability / re-usability / repairability.
- Internal protection and level of customisability (Quality of bespoke foam inserts).
- Number of size options available (to match our range of products, different shapes/sizes).
- Security of contents.
- Size and weight for shipping.
- Aesthetic attributes (Colour, branding, appearance & how they would project the professional image of our brand).
- Return on Investment.
- Purchase Cost.

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Based on the criteria, we ranked the Thermodyne solution from FAWIC to be the leader on all except the purchase cost. However, based on our field tests we estimated a faster Return on Investment (ROI) to mitigate this factor.

Since we have implemented the Thermodyne solution we have continued to purchase for new models that have different shapes and sizes. With FAWIC's ongoing support, we are also able to reuse containers that have been used with products we have withdrawn from the market as FAWIC arranges for new custom foam inserts made to match the requirements of our new products. We have been so impressed by this solution that we have expanded our use to include products we send out to potential clients to evaluate.

With the Thermodyne solution from FAWIC, not only have we eliminated the cardboard and polystyrene waste, the ongoing cost of replacement cardboard cartons and the damage in transit, but we have improved customer satisfaction whilst creating a very professional impression to potential clients evaluating our products.

We are very happy with our choice and have no hesitation in recommending FAWIC and the Thermodyne solution. "Paul Banner; Service and Support Manager - PFU EMEA"



About PFU:

Fujitsu brand scanners are designed, manufactured and marketed worldwide by PFU Limited, a wholly owned subsidiary of Fujitsu Limited (Japan). PFU is a globally active IT provider that designs, manufactures and markets computer hardware, peripheral products and enterprise software. PFU offers a broad portfolio of document scanners for professional personal, desktop, workgroup and high-volume production environments and is one of the world's leading document scanner companies. PFU has been engaged in the document imaging scanner business for more than 25 years and generates an annual turnover of over \$1 billion. www.pfu.fujitsu.com/en/

Operating in Europe, the Middle East, and Africa (EMEA), PFU Imaging Solutions Europe Limited is responsible for marketing and sales of Fujitsu document scanners. The European company was established in the United Kingdom in 1981 and has subsidiaries in Germany and Italy. www.fujitsu.com/emea/products/

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**PFU Imaging Solutions
Europe Limited**

Hayes Park Central
Hayes End Road
Hayes Middlesex UB4 8FE
England
Tel. +44 (0) 20 8573 4444
Fax +44 (0) 20 8573 2643
pr@fel.fujitsu.com
www.fujitsu.com/emea/products

PFU Imaging Solutions GmbH

Frankfurter Ring 211
80807 Munich
Germany
Tel. +49 (0) 89 32378-0
Fax +49 (0) 89 323 78-100
pr@fel.fujitsu.com
www.fujitsu.com/emea/products/de/

PFU Imaging Solutions S.p.A.

Via Nazario Sauro, 38
20099 Sesto San Giovanni (MI)
Italy
Tel. +39 02 26294.272
Fax +39 02 26294.201
pr@fel.fujitsu.com
www.fujitsu.com/emea/products/it/

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