

Case study: Ballyprint, Northern Ireland



Financing the future of print

Challenge

To finance investment in the latest technologies, setting a specialist print company apart from the competition and maintaining cash flow flexibility.

Solution

Mitsubishi HC Capital UK provided hassle-free financing for two Fujifilm machines, ensuring a streamlined and straightforward process.

Result

Ballyprint has boosted its long-term growth potential and expanded its services, offering advanced printing solutions.

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Picture-perfect funding

**ballyprint**.com

“It was a hassle free process working with Fujifilm and Mitsubishi HC Capital UK for the financing, they made everything easy.”

Aaron Klewchuk, Managing Director, Ballyprint

Background

Ballyprint, an award-winning printer based in Northern Ireland, began as a small copy shop in 2009. Over the years, the business expanded to a team of 10, transitioning to a commercial printer in 2017 following a buyout agreed with a former business partner, which saw Aaron Klewchuk take over as sole Managing Director.

The company now operates across three locations in Northern Ireland, specialising in B2B print services for the likes of pharmaceutical companies, creative agencies and the property market. The company offers a broad spectrum of services, from short-run packaging to promotional materials, with advanced finishing capabilities like embossing, foiling, and laser cutting.

Business challenges

Facing the need to stay ahead in a competitive market, Ballyprint recognises the importance of regularly updating its equipment. The company follows a five-year replacement cycle to ensure it uses the latest printing technologies. However, the high cost of new equipment posed a financial challenge, and the business needed a funding solution that would maintain cash flow flexibility.

“I’m a firm believer in updating and installing new machinery and technologies,” explains Managing Director Aaron Klewchuk. “We were at the end of our

equipment cycle and needed to replace two of our machines with an Acuity Prime 30 and a Revoria PC1120S – both Fujifilm equipment. The latest Revoria press is one of the first digital printers that can offer digital metallics and other special colours, which sets us apart from our competitors.”

Solution

Ballyprint turned to Mitsubishi HC Capital UK for equipment financing, following its successful experience on a previous lease in early 2024. “The machines are quite expensive and it’s a big investment for a business like ours,” says Aaron. “So partnering with Mitsubishi HC Capital UK gave us flexibility with our cash flow and operations.”

Mitsubishi HC Capital UK works closely with Fujifilm: “With the sale of the Revoria digital press to Ballyprint, we were able to offer a seamless finance solution,” said Martin Fairweather, National Digital Business Development Manager, Fujifilm.

The efficient and transparent process allowed Ballyprint to quickly secure funding, without the hassle of complex paperwork or prolonged approval times. “The last thing I want to do is jump through hoops just to get funding – Mitsubishi HC Capital UK was not like that at all, it was very painless,” adds Aaron. “And having an account manager like Nick Yardley streamlined the whole process – he was always available for calls, and nothing was too much trouble for him.”

Result

With the new Fujifilm machines in place, Ballyprint is well positioned to offer an expanded range of services, including digital metallic printing, setting it apart in the market. The investment has strengthened its ability to deliver high-quality, innovative print solutions to its customers. The partnership with Mitsubishi HC Capital UK has provided Ballyprint with the flexibility and confidence needed to continue investing in the latest technologies, ensuring long-term success.

“We are going from strength to strength and having these new machines with new features will certainly enable us to deliver a better service to our customers and offer them a wider range of print solutions.”

