

CASE STUDY



The situation

Steve Brooks of CATAX helps Limited companies make cash through claiming tax back on the money they invest in innovative research & development. Making many Limited companies £1,000's.

Research and Development (R&D) tax relief is awarded to organisations that invest in innovation. This innovation can be in the form of developing new systems, processes, products, materials, devices, or any changes to the way your business works.

The chances are. Your organisation is doing R&D without you even knowing & it's not just for people in white lab coats. Engineering & manufacturing companies, restaurants, breweries & software developers are a small sample of organisations which can benefit from claiming R&D tax relief.

Customer objective

Steve spends much of his time meeting & educating North West based organisations on how R&D tax relief could work for them. Due to Steve's activities. Interest in R&D tax relief is growing rapidly & the need to print client specific information is increasing too. Steve's existing printer wasn't up to the job & the replacement cartridges were costing him a small fortune. As business is increasing Steve's printing costs are increasing too. Steve needed to find a solution that included a new multi-function printer. It didn't have to be super-fast. But the quality of the print had to be good & the replacement cartridges affordable.

Our solution

We spoke at length to Steve to understand his current costs, his future printing requirements and seeing as he works from home, we needed to address any space restrictions as well as any home printing needs.

As well as printing client related work documents. We found out Steve does a bit of home printing too. Things like holiday information, insurance documents, boarding passes & the odd photograph.

Our recommendation was our home-based printing solution. Infinity. It comes with a home rated multifunction printer, unlimited replacement cartridges & a full support package.

Financial and operational result

Financially - Steve was spending £70 every 3 months on a set of replacement cartridges. Which was increasing as business increased. Not to mention a growing need to replace his existing printer.

Steve has halved his annual printer cartridge spend from £280 a year to just over £140. Unbelievable he's gained a much better cash flow too. With a fixed price guarantee of just £11.99 a month.

Operationally - Steve's old printer was on the way out & he was faced with an unexpected bill of up to £100 to replace it. Fortunately for Steve. Infinity comes with the latest home rated multifunction printer & a fix or replace support package. Which means. Steve can put the £100 towards his next holiday & be certain he'll never have to buy another printer again.

