



## Kost Tire & Auto Enjoys Fixed Costs in Printing Solutions with Brother Value Subscription Program (VSP)

### The Customer

**Company size:**

Over 300 employees

**Brother Product:**

MFC-L5715DWVSP; MFC-L6915DWVSP;  
HL-L2379DWVSP

**Headquarters:**

Pennsylvania

**Industry:**

Automotive

Kost Tire & Auto Service has expanded its services to become one of the top tire and auto service companies in the U.S. and is ranked 18th among the top 50 independent tire dealers in the country. As a prominent retail tire chain, it currently serves over 32 locations across New York and Pennsylvania.

“Through our partnership with Brother, replacing a printer has never been easier. Once an old printer is due for replacement, I log into the Brother VSP portal and request a new printer to be sent to a specific Auto Shop. The same process is done for supplies. This saves me time and money, as there’s no upfront cost, and toner is included in the flat monthly fee.”

## The Need

Kost Tire & Auto found itself grappling with the need for a dependable printing, scanning, and faxing solution. They struggled to support their current fleet of printers from various vendors, all without service agreements. Increasing toner costs and time-consuming maintenance were weighing down the company's operations and burdening its financial resources. The lack of service contracts in place caused the company to face operational inefficiencies and increased maintenance costs. It had become clear they needed to re-evaluate and change their printing solutions to something more reliable.

## The Solution

In their quest for a viable solution, Kost Tire & Auto found the Brother Value Subscription Program (VSP) through a simple Google search. Opting for a lineup of single and multi-function devices, Kost Tire & Auto embraced a comprehensive solution, offering printing, scanning, faxing, and copying functionalities. The implementation phase was seamless, with centralized configuration and consistent installations across all Kost Tire & Auto locations.

### Operational Efficiencies

The Brother Value Subscription Program (VSP) is a print-as-a-service program that includes Brother hardware, supplies, and service. It offers a predictable monthly printing subscription at a low, fixed monthly fee, providing the flexibility to adjust plans as business needs change and page volumes fluctuate.

### Easy Print Management Solution

Kost Tire & Auto liked the fact that this all-inclusive program offered a convenient and easy print management solution that included the printer, consumables, and an extended warranty for the duration of the contract. The comprehensive pricing and exemplary sales support made Brother stand out among other vendors.

### Unparalleled Reliability

The exceptional reliability and prompt supply deliveries, offered by Brother, left an indelible impression on Kost Tire & Auto. They highly recommend the Brother Value Subscription Program (VSP) to other businesses seeking cost-effective printing solutions, emphasizing the elimination of aftermarket cartridges and the seamless integration of genuine supplies.

### Peace of Mind

The Value Subscription Program (VSP) made perfect sense to Kost Tire & Auto as it provided peace of mind and predictability. They could remain worry-free and focus on more important things like their core business.

## The Result

Through its partnership with Brother and adoption of the Value Subscription Program (VSP), Kost Tire & Auto has archived remarkable cost savings, heightened operational efficiency, and unparalleled reliability in its printing operations. Brother's commitment to quality and customer satisfaction earned them a five-star rating from the Kost Tire & Auto team.

### Measures of Success

- Deployed at 28 company sites
- Savings of \$400 per site per month



To learn more about Brother's full portfolio of products and solutions, please visit [www.brother-usa.com](http://www.brother-usa.com).

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