

Miller Blueprint Co finds diagram for success with the HP Designjet T7100



AT A GLANCE

Industry: Repro Houses & Copy Shops

Business name: Miller Blueprint Co.

Headquarters: Austin, TX, U.S.

Website: www.millerblueprint.com



The employees of Miller Blueprint Co. have an appreciation for tradition. After all, the firm opened its doors nearly a century ago, making it the oldest reprographics company in Austin, Texas. However, a key to survival for the third-generation family business, owned today by Luci Miller, has been its ability to evolve and adapt.

"We definitely consider ourselves a technology-driven company," general manager Steve Coyle says. "It's not just about today. We're always looking forward to what our customers are going to need in the future."

Miller Blueprint's customer base consists of architects, engineers, and contractors, as well as graphic designers, artists, and small businesses. Over the years, the company has witnessed seismic shifts in technology within the reprographics industry. Embracing that new technology has been pivotal to the company's longevity and its ability to address a diverse array of customer needs.

"Many in our industry didn't want to believe that there was this big transition to digital printing, to decentralizing information and printing it on demand," Coyle says. "Those firms are now either trying to catch up or they've already left the market."

Emblematic of its drive to stay ahead of the competition, Miller Blueprint partnered with HP to test the HP Designjet T7100 Printer. Specifically, the company was

looking for a cost-effective printing solution with great speed, reliability, and colour quality.

"The HP Designjet T7100 is ideal as that type of printer," Coyle says. "You're talking about quality, high-speed printing, outstanding two- and three-dimensional images, and colour that's phenomenal for things like CAD, line, and topography drawings."

As the industry edges more and more toward colour printing, the HP Designjet T7100's ability to print both colour and monochrome on one machine can also boost efficiency compared with using multiple devices.

"The HP T7100 can do what two systems can—without taking up the footprint of two machines," Coyle says. "We feel it would be best used in the marketplace by customers looking to find all the capabilities they need in one device."

Given the machine's versatile capabilities, reliability, and low total cost of ownership, Coyle says the printer ranks amongst the best in its class.

"Apples to apples, the HP Designjet T7100 is going to compete equally or be superior to the other competitors out there," Coyle says. "You look at the speed, the [print] quality, the reliability, and the price. Then you say, 'Geez, I can get all of that and save money at the same time?' It is a strong, competitive device in the industry, no doubt about it."

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