

# E+D makes productivity leap with HP Designjet T520 ePrinter and HP Designjet ePrint & Share



## At a glance

**Industry:** Architects, Engineers, GIS  
**Business name:** E+D International  
**Headquarters:** Shanghai, China

## Challenge

- Improve productivity to match pace of growth in Chinese market.
- Take on more projects in more locations with more agile response to clients.

## Solution

- The HP Designjet T520 ePrinter with HP Designjet ePrint & Share improves workflow by reducing print times and allows access to remote workers.

## Results

- Improved access to print with HP Designjet ePrint & Share enables files to be printed from locations outside of the office via iPhone or iPad and stored to the Cloud.
- Consistent, high-quality printing of technical drawings, installation plans and site topography, which is ideal for clients.



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E&D International Architects & Planners Limited

“The nature of our work requires staff to be out of town or be at other work locations. Many of them work off iPads, with better screen resolution than smartphones. Through the use of HP Designjet Print & Share, customers can provide their feedback instantly.

— Ma Wenjie, designer,  
E+D International



At current growth rates, by 2030 China's cities are expected to have added 350 million people. There will be 221 cities of more than one million inhabitants, including 23 in excess of five million.

E+D International, an urban planning agency based in Shanghai, was formed in 2009 to capitalize on this growth. Its services include master planning, detailed planning, urban design, landscaping, waterfront development and residential planning. It currently employs 15 staff, with offices in Shanghai and Xi'an, and is targeting growth in the five provinces of Northwest China.

“Beijing and Shanghai have seen the most of the development, but we expect plenty of opportunities in Shaanxi, Gansu, Ningxia, Qinghai and Xinjiang, the tier two or three cities,” says Sun Jie, founder of E+D. “But we'll continue to work out of the Shanghai office. It is far easier to recruit and retain the best talent in Shanghai.”

While E+D's designers work out of the Shanghai office, for larger projects the company will set up temporary offices close to the client. The agency's work creating a master plan for the 2011 World Horticultural Expo in Xi'an required a temporary office in Xi'an city hall. “We wanted to be able to react quickly to client's feedback,” explains Sun.

A typical project involves three phases, she explains: the site survey, the framework and the plan specifics. Every step of the process needs to have high-quality, highly detailed plans. “We print to A1 and A0 and it's important to be able to zoom into the details of a project. Clients like to see the plans and to make physical comments or notes.”

Sun usually has five or six projects underway at any one time: “My mind needs to be focused on each client and every detail. It's crazy.”

### Faster turnarounds, greater versatility

For years E+D's entire printing was carried out by a specialist print shop on the sixth floor of the agency's office building. There was no large format printer in-house.

“The print quality was fine, but the process was slow and caused delays,” says Sun. “It could be embarrassing when we have clients waiting and a colleague is away for 15 minutes printing off the latest designs. And then there would be another delay as we corrected any errors or adjusted the plans.”

Aiming to improve productivity throughout the business, Sun worked with HP to install the HP Designjet T520 ePrinter in E+D's Shanghai office. “It's so much more convenient,” she says. “It makes everything happen faster, and the whole group is more productive. We love it.”

Ma Wenjie, E+D designer, says the benefits go beyond the convenience of avoiding repeated trips to the sixth floor where the repro is located. “When we produce a master plan, we need a high quality of printed images which include sharp clear lines.

For example, we print road maps which represent the frame of a city. Objects are identified by the exact width and colors of the lines such as black, white or different shades of gray for roads, rivers and rail lines, or yellow for residential and red for commercial areas. With up to 2,400 dpi, the quality of the T520 provides a pretty true representation of objects and colors.”

He says the agency demands fast print speeds: “Speed is important to us. We try to avoid repetition so we require the printer to keep pace – and the T520 is fast.”

The HP Designjet T520 ePrinter can print D/A1 in 35 seconds, thanks to 1GB RAM and HP-GL/2 technology. A built-in B+/A3 tray and front-loading roll allows prints up to 36in wide.

“It's versatile. We use roll printing for bid-size work, such as large scale road maps or network visual. The continuous color printing from multiple paper trays, such as A3 or A4, we'll use for tests where we want to check rendered drawings for example.”

The true print review function and visual step-by-step instructions via the color touchscreen,” he adds, “have reduced errors and ensured everyone in the office uses the HP Designjet T520 ePrinter.”

### Greater agility

Ma Wenjie says HP Designjet ePrint & Share offers the greatest scope for productivity improvements: “There are four ways we make the most of ePrinting. First, sending a PDF file via email and having it print to the required size. Second, opening a PDF file directly and selecting e-Print, the print-ready file is automatically uploaded to Cloud. Third, by logging on to a website, the content can be printed or shared. Finally, via the iPad I can print remotely, even where the wired connection is not available, by using the wireless connection.”

Wireless connectivity is a key feature, he says, and will prove crucial as the agency expands. “As the company grows the operation mode changes. Wi-Fi will provide a tremendous help in the future.”

“HP Designjet T520 ePrinter with HP Designjet ePrint & Share enables printing anytime and anywhere.<sup>1)</sup> It not only acts as a printer, it also acts as storage and serves as a fax,” Wenjie continues.

“The nature of our work requires staff to be out of town or be at other work locations. Many of them work off iPads, with better screen resolution than smartphones. Through the use of HP Designjet Print & Share, customers can provide their feedback instantly. We can review these changes and make timely modifications. In addition, our own remote workers can send their work-related comments to our printer for printing. This improves efficiency greatly.”



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1) Requires an HP Designjet ePrint & Share account, Internet connection to the printer, and connected Internet-capable device. When using the HP Designjet ePrint & Share mobile app, a compatible Apple® iOS or Android™ device and Internet connection are required. Data or connection charges may apply. Print times may vary. For more information visit [www.hp.com/go/eprintandshare](http://www.hp.com/go/eprintandshare).

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