Case study

Rapid Color Printing

HP Officejet Pro X451 helps keep business reputation up and printing costs down

Industry
Printing

Objective
Support busy accounting department with faster, more efficient and higher quality printing

Approach
Install an HP Officejet Pro X451 printer to handle daily invoicing and monthly statement production

IT matters
• Enable high volume printing environment

• Deliver consistent, professional-quality output

Business matters
• Improve print productivity while driving down printing costs

• Reflect business brand with high quality financial documents

> **"Before, it took us 8 to 10 hours to run our monthly statements. With the HP Officejet Pro X451, we have cut that time by about half."**

– Robert Bloecker, vice president, Rapid Color Printing

Since 1990, Rapid Color Printing has provided full-service commercial printing options for U.S. clients from mom-and-pop radiator shops to top fine dining restaurants. As the business grew, the accounting department was spending too much time and money printing invoices and statements. The company wanted the printing quality of all of its business operations to reflect the high standards and reputation of Rapid Color Printing. The HP Officejet Pro X451 printer met the desired quality standards.

Based in Las Vegas, Rapid Color Printing has provided clients across the nation with top-quality full-service commercial printing—from business cards and letterhead to brochures and in-store coupon pads—for over 25 years. As Vice President Robert Bloecker says, "If it's on paper, we make it." The company has built a strong reputation for professional quality printed materials with terrific service and reasonable prices.

"When our shipping printer needs to be replaced, we definitely plan to purchase another HP Officejet Pro X451."

– Robert Bloecker, vice president
Rapid Color Printing

Like many businesses, Rapid Color has a busy accounting department, running checks, invoices and statements, as well as the typical standard printing needs, throughout the work day. The previous black and white, non-HP printer they had was not up to the task; not only was it slow and expensive to run, but the quality of the end product made the professional printers at Rapid Color cringe. Armed with their list of requirements, they turned to technology provider CDW who recommended the HP Officejet Pro X451.

Faster, better, smarter.

The accounting team has a busy schedule with no time for jams or sluggish printing: several times each day, they print approximately 400 invoices and once a month they run account statements for each customer—roughly 6,000

each time. The statements alone used to take a full day; with the HP Officejet Pro X451, that time has been cut at least in half, from 8 to 10 hours to an estimated 3 to 4 hours.

The productivity gains are just the beginning. Bloecker says the HP Officejet Pro X451 is also an extremely cost-effective way to print business forms. "Before, we had a per page cost of 7 to 8 cents. Now, our ink cost is about 3 cents per page. Multiply that by thousands of pages per month and it is a significant savings."

The team is also happy with the reliability. Even with the high volume workload, the performance has been seamless with the HP Officejet Pro X451.

Another important impact of the new printer? The accounting documents now reflect the company standards and professional photo-like results, even including water and fade resistant output. This level of quality is synonymous with the Rapid Color Printing name. Bloecker explains that the HP Officejet Pro X451 has made a huge difference in appearance of the company's financial paperwork, which is now aligned with the Rapid Color brand. In fact, the company is so thrilled with the new printer that as other printers need to be refreshed, Bloecker plans to replace them with the HP Officejet Pro X451.

"The HP Officejet Pro X451 looks like a laser printer but prints with the photo quality of an inkjet."

– Robert Bloecker, vice president
Rapid Color Printing

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