Case study

Milupa cuts printing costs by half with HP

HP PageWide Pro Multifunction Printers chosen for their impressive speed and energy efficiency

Industry
Food

Objective
To implement a 'greener' printer infrastructure

Approach
Migration to zero-emissions, economical HP PageWide Pro devices

IT matters
• HP PageWide Pro printers print in record time and are also extremely economical

Business matters
• Reduction in energy costs

• Less administration required due to automatic ink ordering

"The HP PageWide Pro printers offer exceptional print quality and value for money. Our Milupa division has been able to cut total print costs by around 50 per cent."

– Christian Dorner, DACHS service delivery manager, Danone Group

Automated printer fleet management

Through the introduction of HP PageWide Pro MFPs, Milupa has achieved a number of goals, including the reduction of CO_2 emissions, a reduction in printing costs and simplification of administration. The HP Web Jetadmin software saves time in the new installation and daily operation of the 22 HP PageWide printers.

Customer solution at a glance

Hardware
• HP Officejet Pro X576dw
  Multifunction Printers

Software
• HP Web Jetadmin

Challenge

Because healthy babies are happy babies

With over 90 years' experience of producing balanced, nutritious baby foods, Milupa currently has a product range encompassing over 130 products, including formula milk, baby cereals, and special baby teas, as well as products for pregnant and breastfeeding mothers. Milupa also manufactures products for children with food intolerances.

Every year, the company, which belongs to the Danone Group, sells approximately 30 million products in Germany alone. The company's headquarters are situated in Friedrichsdorf (close to Frankfurt am Main), Germany. There are around 150 employees at these headquarters, most of whom work in office-based teams.

The company had been using colour laser printers located in special printer rooms and in the team offices, but the decision was taken to implement an upgrade. Milupa was looking for zero-emissions printers that would also be as efficient and economical as possible.

Solution

MFPs for the team offices

With support from service provider IT-Haus, the company decided on a combined solution, consisting of large colour laser printers for the separate printer rooms, which are situated on each floor of the building, and PageWide Multifunction Printers (MFP), offering print, copy, scan and fax functionality, for the offices. The latter were HP PageWide Pro MFPs, and have since been allocated to all the team offices. "For us, it was important to also have printers that were tailored to the needs of workgroups and suitable for use in offices to prevent the staff having to travel too far to collect their printouts," explains Christian Dorner, service delivery manager at Milupa. With this in mind, Milupa was specifically on the lookout for efficient and economical PageWide printers that offered low CO_2 emissions. "We found precisely that with HP PageWide Pro MFPs," Dorner adds. "The speed was a positive surprise – 70 pages per minute, it really is very fast."

Benefit

Major savings

The 150 employees at Milupa now have swift access to the 22 HP PageWide Pro MFPs. They send an average of 32,000 print jobs per month, which breaks down into 21,000 monochrome printouts and 11,000 colour. "We previously used smaller laser printers in the offices," recalls Dorner. "These proved more expensive than the current solution. Our costs have been cut by around 50 per cent, which is partly attributable to the cheaper supplies for the HP PageWide Pro printers, but also to their much greater energy efficiency."

The figures for the PageWide printers really are impressive, with Typical Energy Consumption (TEC) of 0.6 kilowatt hours per week, a fact which led to it being awarded both the Blue Angel (der Blaue Engel) and ENERGY STAR® ecolabels. According to Dorner, "Our previous printers had a TEC of over 5.0, which when looked at over a year, represents significant savings for us with the new printers."

Autonomous printers

Another important feature is the automatic ordering process for printer supplies. If the ink left in a cartridge drops below 10 per cent, the system automatically sends an email to the IT service provider ordering a replacement. "This function also saves considerable time," continues Christian Dorner. "I appreciate the fact that the HP service can be provided via partners. It is more personal and convenient."

Milupa is also ahead of the game in respect of security, having introduced a follow-me concept that requires the use of a chip card to collect printouts. The HP PageWide Pro printers are fitted with card readers for this purpose. For Milupa, the investment was worth it, as Dorner confirms: "We are very happy with our new HP PageWide printers. The cost savings are significant and CO_2 emissions have been reduced in our offices. After the positive experience of Milupa, we are also considering introducing these printers at other companies within the Danone Group."

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