

# Adyar Student Xerox mobilizes its large format high quality color output with HP Designjet Z5400 PostScript® ePrinters



## At a glance

**Industry:** Repro Houses and Copy Shops

**Business name:** Adyar Student Xerox Ltd

**Headquarters:** Chennai, India

**Website:** studentsxerox.com

## Challenge

- To keep pace with technology advances that enable the delivery of premium large format documentation services, on time and at a cost effective price to a demanding marketplace.

## Solution

- Deployed multiple HP Designjet Z5400 PostScript® ePrinters at major centers of the company's branch network capable of producing large format printing in high quality finish color, black, white and grey.

## Results

- Achieving faster turnaround with the productivity delivered by features such as multi roll, USB port, touch screen operation and print preview.
- Producing greater volumes of output due to the addition of high quality larger format graphic printing for a wider range of substrates.
- Creating print finishes with impressive level of detail in smoother color tones, complemented by striking black, white and grey finishes using three shades of black HP Photo inks.



“For nearly a quarter of a century HP has been in step with us by supplying first class print products. The HP Designjet Z5400 PostScript® ePrinter is the latest evolution of their excellent technology.”

– S.A. Sowrirajan, CEO, Adyar Students Xerox Ltd



The journey to becoming a market leader in delivering documentation and printing solutions to a demanding marketplace began for Adyar Students Xerox in 1986, in Madras, (today known as Chennai), India.

The company's founder, Narayanasamy Arunachalam, believed the success of his operation was dependent on efficient service, quality products, and an extra layer of creativity to the solutions demanded by his customers and offering this at a cost effective price, would be a win-win proposition. His instinct has been vindicated. It has transformed Adyar Students Xerox into one of the largest Repro House and Copy Shop operations in the country.

It is a complete documentation provider with 275 employees in a 28 branch network serving a community comprised 60 percent of corporate clients, 30 percent of the educational marketplace and 10 percent Government departments.

### Keeping pace with technology innovation

Narayanasamy Arunachalam was convinced that technological breakthroughs should not be overlooked. Keeping pace with clients' ever hungry demand for speed, efficiency and better presentation outcomes, Adyar Students Xerox, made sure it would be the first in its marketplace to adapt to emerging innovative technologies.

In the early days, (1987) and well ahead of its competitors, the Adyar Students Xerox was the first to buy a laser printer in south India. Now it is India's first user of the large format color output with high image quality provided by the HP Designjet Z5400 PostScript® ePrinter.

S.A. Sowrirajan, CEO, at Adyar Students Xerox, says: “We position ourselves as the complete documentation solution provider. We are both pioneer and educator. It was 27 years ago that we forged our close relationship with HP, when we buy HP products certain things are assured; reliability, quality and better cost of ownership.

“Since then we have been able to offer a wide range of first class documentation and printing services – from photocopying to laser printing, CAD services to designing, offset printing to book publishing.

“To the market we want to demonstrate and deliver the presentation possibilities that not only meet our clients' requirements but can also help them transform their businesses.”

### Finishing touch to customer's world class presentations

The HP Designjet Z5400 was launched in late 2013 and Adyar Students Xerox was a leader in adopting this breakthrough technology, thanks to the Designjet Business Partner, USAM Technology Solutions, who recommended it deploy multiple units in its main centers. “The Z5400 took away many of pain points Adyar Xerox were experiencing with other printers, because it doesn't have any waste ink tank and wastage is minimal. This printer has a multipurpose use, it can produce both of cad drawings and colour images. The cost of print is also less and the initial investment is lower compared to the competition. With water resistant inks and a dual roll capacity the HP Designjet Z5400 represents a turning point for Adyar Xerox,” explains M. Manoj, Business Manager- Large Format Printers, USAM Technology Solutions.

S.A. Sowrirajan explains: “The HP Designjet Z5400 is the industry's fastest and most efficient large format printer. These machines operated by our skilled professionals are rolling out high quality and crystal clear prints on superior papers up to 44 inches in width. The HP Designjet Z5400 is ensuring a world class finishing touch to our clients' presentations.

“This is a powerful solution which will help us grow our business even further, the HP Designjet Z5400 has the versatility to handle vector as well as image files without compromising the quality one for the other. Its capacity has allowed for faster return on investment.”

He explains that the HP Designjet Z5400 is now meeting the demands for graphic customers, photographers and graphic designers, to produce posters, display signs, backlit prints, canvases and point of sale (POS) signage.

### Speed, productivity, simplicity and cost equals increased market share

He highlights the speed, productivity, simplicity and cost effectiveness of the HP Designjet 5400 as the main reasons the company is confident of increasing its market penetration.

“The setup, the printing and the finish are simply first class. The quality is there for all to see. What the operator sees in the preview is exactly what the customer will see in the final print. The colors are exceptional and the excellent black and white and grey range is stunning. It is a wonderful thing to see the finished quality and the contrast that can be achieved with vector graphics, line drawings or the most detailed photo graphics.”

He recalls how “customers marvel at the high quality of the pigment, the smooth color tones, the visibility and contrast that is produced by the HP Photo Inks. Durability is also a selling point because water resistant prints using the HP Inks will last for many years.”

### Turnaround time cut dramatically

Sowrirajan describes the two roll feature as “so valuable it should be mandatory. We are able to cut down turnaround time dramatically since we can have two different media types loaded in the printer if we wish to. This guarantees faster response to meet the simultaneous needs of different customers.”

The HP Designjet Z5400 multi roll capability feature also allows Adyar Student Xerox to load two different widths of media onto the printer, which makes it possible to optimize media usage depending on the print size and in doing so cuts down on media waste.

The Adyar Student Xerox success story owes much to the company's ability to position itself well in the price sensitive segment of the marketplace. “Getting the cost side of our business right has ensured the opportunity side of our operations is alive and well. So the economics and productivity of the technology we use is critical.”

Sowrirajan sums up: “We go back a long way in our relationship with HP. Through the years HP has supported us with products that are cost effective, productive and meet expectations. The HP Designjet Z5400 is the latest in the line of operational quality and simplicity that gets it right first time. We are looking at expanding our fleet of HP Designjet Z5400 to keep even more customers satisfied. Happy customers are key to our business.”

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