

Case study

Feedem Pitseng brings menus to life with rapid, high quality print



HP PageWide printers enable South Africa's largest independent catering company to produce material for over 200 locations

Industry

Hospitality / Food services

Objective

Feedem Pitseng wanted to replace its ageing fleet of disparate printers and consolidate on a single print platform in order to ensure reliability and predictable costs

Approach

The company turned to its trusted integrated business solutions partner, Nashua, for advice. Nashua recommended deploying the new HP PageWide Pro across its 200+ locations in South Africa

IT matters

- Automated toner ordering simplifies management and frees up administrative resources and removes the need to stock consumables at head office
- Multifunction scanning and faxing capabilities have had a positive impact on local operations
- Optimal reliability is underpinned by robust support from Nashua

Business matters

- The new print platform produces over 35,000 pages per month across 200+ sites enabling each location to provide high quality, daily menus
- Feedem Pitseng is saving 3,000R each month, a great benefit in the catering industry where margins are tight



“The best new feature of the printers is that they can scan and fax as well as print. Before, we had to ask our client to use their fax machine if we needed to send a document, but now it’s much easier to fax and to scan to our computers.”

– Tertia Swart, operations manager for support services, Feedem Pitseng

Fast and reliable HP PageWide printers deliver results for booming catering company

Across over 200 Feedem Pitseng locations throughout South Africa, HP in tandem with partner Nashua, is providing a robust, high performance print platform that doesn't compromise on quality. The elegance of the printer design makes it a perfect fit for head office while the few moving parts make it an ideal device for remote and dusty locations.



outsourced catering solutions



Challenge

Catering to all tastes

Established in 1975, Feedem Pitseng is the largest independently owned contract catering company in South Africa. It has over 200 sites and over 2,200 employees, ranging from dieticians and chefs to hygiene experts. The company covers the entire catering spectrum including executive dining, express meals, intimate functions and need-specific nourishment.

With a rapidly expanding business, Feedem Pitseng is operating in new locations on a regular basis. Each of these sites needs the ability to print menus several times a day for its customers and, in order to do so, would purchase printers from a local supplier. That led to a wide variety of cartridge requirements across the business as well as inconsistency in terms of quality and performance. It also placed a considerable burden on the company's administrative staff.

"Every month, there was an order to replace cartridges for each device, and we had to make sure everything was stocked," explains Tertia Swart, operations manager for support services, Feedem Pitseng. "It was a hassle, and we had multiple models of printer to manage. We wanted to simplify things, and also to save money."

The company has a long standing relationship with HP partner Nashua, which had provided printers at its Johannesburg head office. Nashua initially struggled to find a printer that would be cost-effective and, more importantly, would be reliable in remote locations.

"We looked at all the sites and couldn't come up with a workable, cost-effective solution," says Stephan Hitge, sales manager, Nashua. "We didn't want a printer with lots of moving parts because Feedem Pitseng operates across a lot of isolated areas so the printers need to be robust whilst also handling quality colour printing."

"We'd worked with Nashua for a long time before this project, providing copiers in our central offices, and everything had gone well," adds Swart.

Solution

Performance and reliability combined

Nashua attended an HP Roadshow where its team was introduced to the HP PageWide Pro Series, which offers professional quality prints at up to twice the speed and half the printing cost of traditional laser prints. Immediately, Hitge thought it could prove the ideal solution for Feedem Pitseng.

"It was an immediate connection – a high-performing, reliable PageWide printer with low running costs," says Hitge. "We took the idea to Feedem Pitseng and its speed and versatility was instantly appealing."

Customer solution at a glance

Hardware

- HP OfficeJet Pro X476

Within two weeks, 150 HP PageWide Pro printers were installed in over 150 Feedem Pitseng locations, each of which interacts with Nashua's proprietary monitoring software. This collects data on an ongoing basis, delivering statistics and analysis reports, while also automating the notification of toner requirements.

"We use monitoring software to make sure the ink levels are maintained remotely and to provide reports on exactly who printed what, giving a level of transparency that was previously lacking," adds Hitge. "Monitoring software also notifies us if there is any issue so we can deliver support before it becomes a problem. However, there's nothing that can go wrong on the HP PageWide Pro Series – there's no parts to physically go wrong or replace."

Benefits

Ergonomic speed at high volume

The HP PageWide Pro series is providing unparalleled speed and reliability, allowing Feedem Pitseng to produce over 35,000 pages per month, 20% of which are in colour. But it's the added functionality which is also turning heads.

"The best new feature of the printers is that they can scan and fax as well as print – that's a big plus point," continues Swart. "Before, we had to ask our client to use their fax machine if we needed to send a document, but now it's much easier to fax and to scan to our computers."

The roll out of the new printer fleet has also enabled Feedem Pitseng to reduce costs by reducing the demands on the procurement team. The company estimates that it is saving around 3,000R every month thanks to the new print platform. Swart comments: "It's not a large difference, but as a catering company we are extremely cost-driven, so all savings are good savings – and they quickly mount up."

Under the terms of the contract, Nashua also provides onsite maintenance, however, since the new printers have been installed, there have been few issues to contend with: "We've had literally no issues with the HP PageWide Pro series printers, which makes life easier for us and Feedem Pitseng," concludes Hitge. "It's been a perfect match for a fast growing company that needs high quality printed menus at widespread locations and low cost."

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The HP products highlighted in this case study are HP OfficeJet Pro X and HP OfficeJet Enterprise X using HP PageWide technology. All references to the HP OfficeJet Pro X, HP OfficeJet Enterprise X and inkjet in this case study have been replaced by their current HP PageWide brand name: HP PageWide Pro, HP PageWide Enterprise and HP PageWide. The change of brand name does not affect the results of the case study.

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