

Case study

National Marketing Resources

HP PageWide Pro 452 makes quick, clean work for on-demand book publisher



Industry

Publishing

Objective

Output flat, dry, sharp, ready-to-bind book pages quickly and affordably

Approach

Integrate HP PageWide Pro printer for fast, short-run publishing

IT matters

- HP PageWide Pro printers offer dry, smooth, crisp, flat pages, ready for binding
- Book publisher presses beyond limits passing 300,000 impressions with PageWide Pro printer

Business matters

- High-quality output makes short-runs shine
- Affordable, fast printing system helps meet tight margins and deadlines



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– William Webster, owner, National Marketing Resources

National Marketing Resources publishes and prints primarily Christian books affordably, as the books are ordered. William Webster, is the owner and single person operator of the small business based in Battleground, Wash. Webster prints, binds and delivers books on demand printing from ministries and individual authors across America through ChristianTruth.com, Amazon’s online marketplace and other online sites. A new HP PageWide Pro printer makes his mission more affordable, easier and better looking.

Many religious authors have devoted readers who want to read more. But not all those audiences are large—or at least they don't start that way. National Marketing Resources helps those authors address the need to affordably print books that don't yet have an extensive audience for a traditional press run of tens of thousands.

Print on demand

"I specialize in printing 10, 100, 200 copies for my clients that are mostly first run printing," Webster explains. "You're just printing what you need, when you need it. You don't have a huge inventory of books lying around that you hope you can sell in the next six months."

The books range in size from 5.5 x 8.5 inches to as large as 7 x 10 or even 8.5 x 11. Most are bound as softcovers, but Webster also crafts custom hardcovers by hand. Some books arrive as PDFs, ready or nearly ready to print. Others require more preparation.

He prints text pages as well as both soft and hardcovers, which he laminates himself, on a variety of printers, most from HP. He's found the PageWide Pro 452 output is fast, affordable and reliable, and it's also easier to work with than warm and curling sheets from some laser printers.

"I have the highest regard for HP products, and I've not found anything comparable to the workhorse LaserJet printers I use daily," he says. "The PageWide Pro printer functions just like a laser printer, but there's very little heat involved in the PageWide Technology process. The end result is higher quality," Webster explains. "That means the pages don't get warped. The paper lies flat. It's just a higher quality. There's been a real consistency."

Webster notes that after more than 300,000 impressions over 10 months, the printer keeps producing quality output. The HP recommended monthly page volume for this model is 750 to 4500 pages per month, and HP offers enterprise models for higher print demands. As part of the HP early adopter program, Webster was encouraged to push beyond the limits with the new printer.

"With a laser printer, you're dealing with more complexity," Webster says. "You're dealing with fusers, with components in the cartridge. The quality is fairly consistent, but it can vary."

"I like crispness," he continues. "There's a consistency of quality and a much straighter edge when you bind it along the spine than you have with laser output. The book itself lies flat and just looks good with the PageWide technology."

"From a quality standpoint, I'm really sold on the HP PageWide technology."

— William Webster, owner, National Marketing Resources

The HP PageWide Pro uses less energy¹ than laser printers, compounding its value. Increased efficiency and quality are key for Webster as he strives to keep National Marketing Resources' wholesale prices down—as low as \$5 each for as few as five copies of a 200-page book. That way, he and his authors can offer the books at a retail price that delivers their insights at prices readers can afford.

"To me, it makes perfect sense," Webster concludes. "From a quality standpoint, I'm really sold on the HP PageWide technology."

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¹ Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency for majority of in-class color business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims

This customer received a complimentary HP PageWide Pro product as part of an early adopter program.

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