

Delovaya Rus optimises document printing infrastructure



HP PageWide delivers cost savings and simpler maintenance

Industry

Food and drink/catering

Objective

Upgrade fleet of printing devices, replacing laser printers with more economical multifunction devices that are safe for the health of employees

Approach

Took the advice of its office equipment partner

IT matters

- Because they do not use heat, HP PageWide Pro devices are ideal for printing barcode stickers
- Owing to their compact size, low noise levels and absence of toner leaks, HP PageWide Pro multifunction devices are well-suited for small rooms where printers are installed in the immediate vicinity of employee workplaces

Business matters

- The only consumable material — pigment ink cartridge — can be easily replaced by any employee
- Multifunction devices of the HP PageWide series are more reliable than common laser devices and, in combination with the low cost-per-page of full-colour and black-and-white printing, they reduce overall printing costs



“Looking to upgrade our fleet of printing equipment, we searched for high-performance and reliable devices that would also be compact and safe for the health of our employees. Multifunction devices from the HP PageWide series turned out to be heavy-duty, reliable and easy to maintain. The only consumable required for printing is a pigment ink cartridge that can be replaced by any employee.”

— Andrey Korobko, IT director, Delovaya Rus



HP PageWide multifunction devices provide the optimal solution for full-colour and black-and-white document printing

Delovaya Rus needed a compact, efficient and economical document printing solution and opted for HP PageWide multifunction devices. This turned out to be the right choice because the new equipment has improved performance, reduced printing costs and equipment downtime. HP PageWide multifunction devices handle all office document workflows in addition to printing barcodes on self-adhesive paper.



Challenge

Document printing: a vital component of business

Delovaya Rus is a specialist designer and supplier of integrated equipment solutions for public catering businesses. Its product mix includes equipment and ingredients for coffee shops, restaurants, bars, fast food outlets, as well as professional tableware and tools from 50 leading international vendors.

Established in 1990, the company has a staff of more than 500 and production units in Moscow, Odintsovo and Tver as well as 17 regional offices across the nation. The 300-strong staff of the Moscow office print thousands of accounting documents, commercial proposals, schematics, drawings and advertisement designs on a daily basis. Printing output averages 80,000+ pages per month.

“Document printing is a vital component of our business processes. It is used by 90% of our employees,” says Andrey Korobko, Delovaya Rus IT Department director. “Needless to say, the speed and quality of customer service and, ultimately, company performance depend on the affordability and quality of printing. Prior to choosing new printing equipment, we came up with a list of requirements for the new devices. We were primarily interested in printing speed and reliability. We also looked for an alternative to traditional laser devices that were not to our satisfaction for a number of reasons.”

Solution

Effective technologies for cost optimisation

Bureau of Office Machines, an office equipment maintenance partner of Delovaya Rus, suggested trying out HP PageWide Pro multifunction devices under a cost-per-page contract. The devices fully satisfied the customer’s requirements and four were installed at the head office.

“We were initially wary of the new technology and had doubts as to the actual performance and reliability of the devices,” Korobko recalls, adding: “Our doubts were completely dispelled after the first few months.”



Benefits

High-performance printing

Printers and multifunction devices of the HP PageWide Pro series combine the speed and quality expected of laser printing with the simplicity and reliability of the new technology. They feature an immovable printing head as wide as an A4 sheet and do not have a moving cartridge cradle used in traditional inkjet printers. Paper moves under the printing unit, and the image is applied in a single pass, which increases the printing speed to 55 pages per minute. Owing to the minimal number of moving parts, these devices are very reliable and recommended for work groups of five to 15 persons with a monthly output of up to 4,500 pages, while being capable of printing a maximum of 50,000 pages a month.

Owing to quick-drying pigment ink, prints become fused instantly, making the documents ready for use right away and two-sided printing can be performed without affecting performance.

Unlike many old laser printers and multifunction devices, the HP PageWide Pro series rules out toner leaks, which is an important consideration when it comes to choosing printers for small rooms close to workstations of employees.

“Even though we have professionals who service our printing equipment, minor toner leaks from laser printer cartridges sometimes happen, which is a cause for concern since our employees normally spend the entire day in the immediate vicinity of a printer or multifunction device,” Korobko adds. “Pigment ink printing rules this out completely, much like the heating of the room usually experienced with conventional printers in small rooms.

“We are also pleased to note that the new multifunction devices of the HP PageWide Pro series have done an excellent job printing barcode stickers. We used to print them on laser printers. The downside of this was that a laser printer heats up paper in the fuser unit, causing glue between layers of self-adhesive paper to melt and deforming the stickers, which caused paper jams and greatly affected product quality. HP PageWide Pro technology has solved this problem completely.”

Customer at a glance

Hardware

- HP OfficeJet Pro X476DW

HP services

- Managed Print Service

A regular inkjet colour printer is cheaper and smaller than a laser colour printer because additional colours in an inkjet printer do not require separate exposure and transfer modules. However, traditional inkjet printers cancel out this advantage by offering a lower printing speed and recommended output compared to laser printers. This fact severely limited the practicality of inkjet technology in medium and large work groups. HP PageWide has solved this problem by making inkjet colour printing a high-performance and fast process suitable for offices of any size.

“Our employees print three to five thousand colour pages on a monthly basis to prepare commercial proposals and engineering documentation and print drawings from CAD applications,” says Korobko. “HP PageWide technology makes colour printing much more affordable. This is undoubtedly a big step forward compared to traditional inkjet printers, mainly in terms of cost-effectiveness, reliability and printing speed.”

Learn more at
hp.com/go/mps

“HP PageWide Pro printers have proved indispensable when it comes to printing barcode stickers. We used to print them on laser devices that melted the glue, deformed the self-adhesive paper while heating it up in the fuser unit and failed to produce the desired quality. The new multifunction devices handle this task with ease.”

– Andrey Korobko, IT director, Delovaya Rus

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