

Downstream

Visual design firm chooses HP PageWide Pro to support creative innovation



Industry
Visual Design

Objective
Deploy a cost-efficient print solution combining outstanding quality with high-volume productivity for international visual design firm

Approach
• Deploy HP PageWide Pro printers

IT matters
• Print at high volumes with fast speeds
• Increase office efficiency
• Deliver high-quality print output
• Reduce supplies costs

Business matters
• Align print quality with visual design excellence
• Support creative innovation of multidisciplinary teams
• Reduce total cost of ownership
• Advance technology to meet evolving needs



“HP PageWide Pro allows us to print at high volumes with lower supply costs, which helps us save money and work more efficiently while maintaining outstanding quality and performance.”

—Tim Larson, design principal, Downstream

Technology meets creativity at Downstream

The unifying principle of Downstream is to create things that have never existed in visual design. The Portland-headquartered company houses software engineers working alongside architects and systems technology experts to design extraordinary environments. In keeping with its innovative edge, Downstream needed a cost-efficient print solution combining outstanding quality with high-volume productivity. Their solution was the HP PageWide Pro printer.

“We have a high-performance environment, and we’re evolving to the needs of our customers. HP develops products in the same way. HP PageWide is a great addition to our toolset.”

—Tim Larson, design principal, Downstream

Executive briefing centers, high-end retail stores, sports arenas—the environments Downstream designs for corporate clients marry technology know-how with creative inquiry: What are the emerging opportunities for deeper brand integration? Where is virtualization taking us? How can we craft data visualization to inform and inspire? Exploring such questions are 80 Downstream professionals in four international offices. Headquartered in Portland, Ore., Downstream also runs offices in Amsterdam, Melbourne, and Monte Carlo. Its clients include top technology corporations, universities and a professional sports team.

Visual design firm seeks speed, reliability

Being a visual design firm, how things look on paper is important to Downstream. So are speed, reliability, and cost efficiency. For these reasons, Downstream relies on HP PageWide Pro printers. “Our people are looking every day for ways to create things that have never existed before,” says Tim Larson, design principal at Downstream. “We have a lot of high demands on the tools we use. HP PageWide exceeded our expectations.”

HP PageWide Pro combines quality, speed, cost-efficiency

HP PageWide is a class of printers and multifunction devices that overcomes previous technology tradeoffs between print speed, cost, and quality. Leveraging technology HP developed for its multimillion-dollar Web Press digital printers—HP PageWide printers are quiet and dependable.

The HP PageWide Pro delivers the fastest speeds¹ in its class for up to 40% lower color cost per page than color lasers,² producing high quality print output that resists fading and smearing.³ HP PageWide MFPs deliver single-pass, two-sided scanning of up to 74 images per minute.⁴ What’s more, HP PageWide business and enterprise printers have up to 20% lower total cost of ownership (TCO)⁵ and use up to 84% less energy per page than lasers.⁶

“We know we’re going to be able to be more productive in the way we work,” Larson says. “HP PageWide Pro is fast and economical; it allows us to print at a high volume while lowering our supply costs. The devices help us save money and operate more efficiently while maintaining outstanding quality and performance.”

Meeting evolving requirements

As Downstream maintains its competitive edge through constant innovation, it looks to HP to keep up with evolving demands and technologies. “We have a high-performance environment, and we’re evolving to the needs of our customers,” Larson says. “HP develops products in the same way. As our needs change—the performance and the output requirements we have—HP keeps up with us. HP PageWide has been a great addition to our toolset.”

Learn more at hp.com/go/PageWide

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¹ Comparison based on manufacturers’ published specifications of fastest available color mode of all color business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds.

² Comparison of HP PageWide Pro and Enterprise class devices, not sold under contract, with the majority of in-class color laser MFPs < \$3000 USD, and color laser printers < \$1249 USD as of November 2016; market share as reported by IDC as of Q2 2016. Cost per page (CPP) reported by gap Intelligence Pricing & Promotions report Oct 2016, comparisons for all supplies are based on published specifications of the manufacturers’ highest-capacity cartridges and page yield. Average yield based on ISO/IEC 24711 and continuous printing. Actual yield varies based on content of printed pages and other factors. For details see hp.com/go/learnaboutsplies.

³ Water, smear, fade, and highlighter resistance based on ISO 11798 testing. For details, see hp.com/go/printpermanence.

⁴ Single-pass, two-sided scanning is supported on the HP PageWide Pro MFP 477dw and 577dw models and the HP PageWide Enterprise Color MFP 586 series only. Requires an Internet connection to the printer. Services may require registration. App availability varies by country, language, and agreements. For details, see hpconnected.com. Measured using ISO/IEC 24734, excludes first set of test documents. For details, see hp.com/go/printerclaims. Exact speed varies depending on the system configuration, software application, driver, and document complexity.

⁵ TCO based on 90,000 pages for PageWide Pro and 150,000 pages for PageWide Enterprise; mfrs’ published specs for page yields and energy use; MSRP for hardware and supplies; and CPP based on ISO yield with continuous printing in default mode with highest-capacity cartridges. Comparisons are to Pro-class color business printers and MFPs \$300–\$1000 as of 9/2015 and Enterprise-class color business A4 MFPs \$500–\$3000 as of 11/2015, excluding products with 1% or lower market share. More at hp.com/go/learnaboutsplies and hp.com/go/PageWideClaims.

⁶ Energy efficiency based on TEC data reported on energystar.gov. TEC data normalized to determine energy efficiency of majority of in-class Pro-class color business printers and MFPs \$300–\$1000 as of 9/2015 and Enterprise-class color business printers and MFPs \$500–\$3000 as of 11/2015, excluding products with 1% or lower market share. More at hp.com/go/PageWideClaims.