

## Case study

# Pierre Martinet discovers that non-HP cartridges are a false economy



French food firm stops hidden costs with return to Original HP cartridges

### Industry

Food and beverages

### Objective

Reduce the cost of print provision

### Approach

Tried remanufactured cartridges but reverted to Original HP Supplies

### IT matters

- Ends the 20 per cent drop in page yield caused by remanufactured cartridges
- Eliminates ink and toner leakage
- Reduces printer downtime due to unforeseen damage and repairs

### Business matters

- Reduces overall print spending by 30 per cent when compared with the remanufactured costs
- Supports business efficiency through reliable provision of clear, colour true print
- Supports environmental responsibility through lower paper usage and easier disposal



**“When we came under pressure from the finance department we thought that moving to remanufactured print cartridges was a way to save money. With various print problems and hidden costs, it was not the solution, so we have now moved back to Original HP Supplies.”**

— Christophe Vigneux, deputy chief technical officer, Pierre Martinet



### Hidden cost of remanufactured cartridges

In an attempt to save money, French food company Pierre Martinet tried using remanufactured cartridges on its printer fleet. Discovering that hidden costs made this a false economy, it has now switched back to Original HP cartridges.

## Customer at a glance

### HP solution

- Original HP Supplies

### Hardware

- HP LaserJet Multifunction Printers
- HP PageWide Wireless Multifunction Colour Printers
- HP OfficeJet Pro Multifunction Printers
- HP DeskJet Printers

## Challenge

### Seeking a cheaper solution

French caterer Pierre Martinet started his eponymous company in 1977 and in 1990 he produced his first range of pre-packaged salads. A breakthrough came in 1992 when Martinet provided salads for the Barcelona Olympic Games and his company has now grown to become France's leading producer of pre-packaged salads, including such varieties as Couscous, Alaska Salad and Rice Salad with Tuna.

Following expansion, Pierre Martinet's products are now available in Spain, UK, Belgium, Germany, Switzerland, China and Japan where they are sold wholesale to supermarkets and other retail outlets. Since 2011, the company has also added a beverage range which includes gazpacho, green tea and vegetable smoothies.

Headquartered in Saint-Quentin-Fallavier, the Pierre Martinet business has five production sites in France and a workforce of 800. Its fleet of 75 HP printers includes various LaserJet, DesignJet, InkJet and OfficeJet models. The landscape features both mono and colour models and a number of multifunction printers (MFP) using HP PageWide print technology.

The Pierre Martinet organisation has a wide and varied print requirement that includes invoices, transport documentation, product stickers and barcodes. It prints approximately 2.3 million pages a year using some 500 cartridges of 35 different types.

"We used to use HP toner cartridges for our printers but when we were faced with budget restrictions we needed to find a cheaper solution," says Pierre Martinet's deputy chief technical officer, Christophe Vigneux.

## Solution

### Return to Original HP cartridges

To reduce cost, the company decided to try non-HP consumables but discovered that this was, in fact, a false economy. The remanufactured cartridges gave rise to many hidden costs, not least the page yield per cartridge which was found to be 20 per cent less than advertised.

"We tried remanufactured cartridges for about three years but decided that they were sub-standard," says Christophe Vigneux, deputy chief technical officer at Pierre Martinet. "One of the main problems we had with remanufactured cartridges was print quality. We generate a lot of production and transport documents and barcodes. Print quality is essential and we were not getting the level of clarity that we required."

The company also prints its own product stickers with important information like sell-by and end-of-life dates. Loss of print clarity was a worrying trend for these stickers and lack of true colour reproduction was a further problem.

Pierre Martinet experienced other difficulties that gave rise to hidden costs, including leaky cartridges. Printers were damaged, necessitating repair costs and unplanned downtime.

## Benefits

### Less cost, more efficiency

By returning to Original HP Supplies, Pierre Martinet has eradicated its print problems and has also reduced overall print costs by 30 per cent, when compared with the cost of remanufactured cartridges and the hidden costs caused by printer downtime, extra service calls, print quality and cartridge reliability issues. It receives a loyalty discount and gets special pricing under HP's Supplies Big Deal Programme. The company is also changing the composition of its printer fleet to obtain the procurement benefits of standardising on fewer cartridge models.

"Since we moved back to HP cartridges, we are happy with the image quality and our printers are running well. Everything is ok," concludes Vigneux. "Although we do not have all the precise figures, there were many hidden costs with non-HP cartridges which added up to a third of our overall printing budget."

Pierre Martinet's experience with non-HP supplies matches and confirms the findings of independent comparative studies conducted by companies like SpencerLab and Buyers Lab and focusing on cartridge reliability, page quality, yield, printer damage and other potential hidden costs caused by non-HP cartridges.

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