



Pierre Martinet enhances print and efficiency with return to Original HP Supplies cartridges

Controlled print costs and a higher volume of page yield with 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.

Challenge

Seeking a cheaper solution
Pierre Martinet required reliable and high performing ink cartridges to produce a range of documents for clients including invoices, transport documentation, product stickers and barcodes. They had turned to remanufactured cartridges for cost reduction purposes, but had found that these to have insufficient printing capacity and were prone to regular leakages and caused print damage.

Solution

Return to Original HP cartridges
Pierre Martinet decided to return to Original HP cartridges in order to solve the problem of hidden costs and to gain a higher yield per cartridge, and therefore a good return on investment. They are renowned for driving costs down and producing over 50% more pages on average compared to non-HP consumables.

Benefits

Less cost, more efficiency
Original HP Supplies have successfully reduced overall print costs by 30 percent by eradicating printer downtime, service calls and increasing quality and reliability, while also delivering greater efficiency at the same time.

“Since we moved back to HP cartridges, we are happy with the image quality and our printers are running well. Original HP Supplies cartridges have eliminated all hidden costs and delivered a 30% overall reduction to print costs.”

– Christophe Vigneux, deputy chief technical officer, Pierre Martinet

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