

Case study

Louvre Hotels Group puts the emphasis on quality print



Growing hospitality company uses only Original HP Supplies

Industry
Hospitality

Objective
Deliver efficient print services to hotels in the group

Approach
Took a group decision to consolidate on HP solutions

IT matters

- Higher page yield and best print quality
- Reduced printer downtime due to unforeseen damage and repairs
- Less cartridge failure and inconsistency

Business matters

- Economic benefits from attractive loyalty discounts
- Printer guarantees protected
- Quality print to support group's sustainability and recycling

Louvre Hotels
GROUP

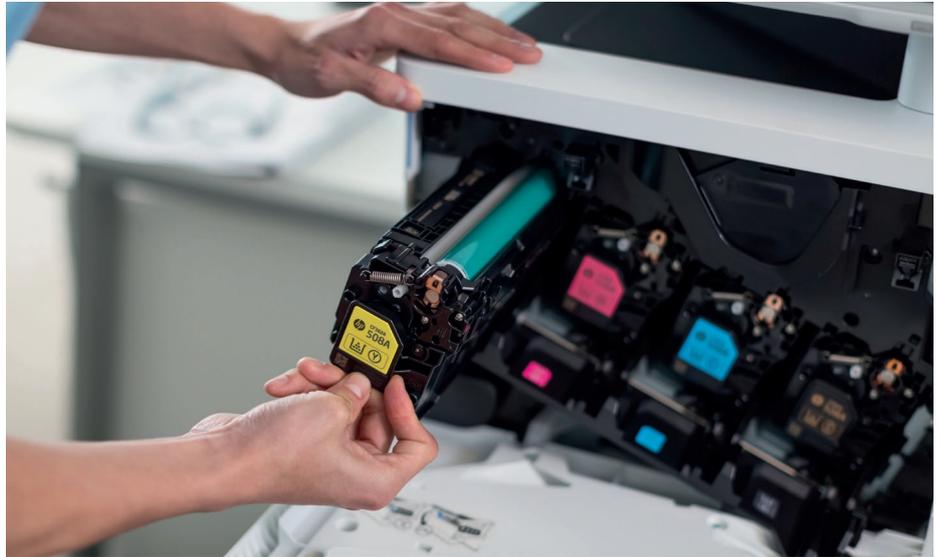


“We have around 1,000 HP printers in our hotels and our purchasing policy makes it mandatory to buy only Original HP toner and ink cartridges. We have no plans to ever purchase cheaper, remanufactured, versions.”

– Maria Véron, indirect purchasing manager, Louvre Hotels Group

Preserving image and brand

As is common in the hospitality industry, image and brand are important to Louvre Hotels Group. That is why it chooses HP printers and ensures good print quality by using only Original HP Supplies.



Challenge

Demand for high quality print

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes more than 2,600 hotels in 54 countries.

It has a full hotel offering, spanning one to five stars, with the Louvre Hotels Group's historic brands (Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip), the five brands of the Sarovar network in India, the French Group Hôtels and Préférence and Chinese brand Metropolo.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the fifth largest hospitality group in the world.

Louvre's reputation and growth are based on its professionalism, attention to detail and excellence in customer service and to support these aims it has taken a group decision to use HP hardware.

"We selected HP four years ago and we currently have around 1,000 HP printers; 80% toners and 20% ink, mainly in our European hotels. We have a mix of colour multifunction printers for smaller commercial jobs and we have black and white laser printers for front desk purposes, printing invoices and other guest documents. Larger print jobs are sent to outside printers," says the group's indirect purchasing manager, Maria Véron. "Using HP printers is part of a wider purchasing policy among our hotels which also use HP PCs and laptops."

Solution

Original HP print consumables

Louvre Hotels Group uses approximately 4,100 toner and ink cartridges a year. In 2017, the total cartridges consumption (toners included) for EMEA region was nearly 8,500 units. These are ordered by individual hotels using a list of serial numbers that correspond with the catalogue of their group distributor Office Depot. In that way, ordering is easy and they can ensure that the cartridges correspond with the printer models in use.

"Our purchasing process makes it mandatory to buy Original HP Supplies," says Véron. "The reason is to protect the printer guarantees. We prefer to use these cartridges because it ensures that we have a high-quality product and that the printers are being used with the right components."

Benefits

Higher quality and less cost

Louvre gains economic benefits from using Original HP Supplies thanks to a loyalty deal which provides attractive discounts. Consolidating on Original HP Supplies also enables it to implement an efficient purchasing process, ensuring that the correct cartridges are always ordered as well as preserving printer guarantees.

Customer at a glance

Hardware

- HP LaserJet Pro M402 series
- HP Color LaserJet Pro Multifunction M477 series

HP solution

- Original HP Supplies

“Price is relative. Our decision to continue using Original HP Supplies also took into account the fact that these products are exceptional, reliable and keep maintenance costs lower,” explains Véron.

Good print quality is in line with the group’s image and Véron also appreciates the functional and operational benefits of sticking with HP. They include improved page yield, reduced cartridge failure and inconsistency, better image and print quality, reduced printer damage with no leakage and better up-time. Due to the better print quality, Louvre rarely needs to re-print, therefore maximising its paper usage and minimising its overall CO₂ footprint.

“An important issue was the desire to implement an activity that was more sustainable and environmentally friendly, given that HP’s disposal and recycling programmes certainly give better guarantees in this respect compared to retail suppliers. We are very happy to continue using Original HP cartridges and have no plans to try and save money by purchasing remanufactured models,” concludes Véron.

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