



Louvre Hotels Group hail their cartridges for quality and affordability

Original HP Supplies are their only trusted cartridges of choice for efficiency and reliability

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



“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'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. Louvre required a mix of colour multifunction printers for smaller commercial jobs and black and white laser printers for front desk purposes, printing invoices and other guest documents.

Solution

Original HP print consumables

Louvre installs Original HP supplies in every printer across its 2,500 hotels worldwide. Its purchasing strategy commits them to buying only Original HP toner and ink cartridges. Since selecting HP four years ago, Louvre has purchased around 1,000 HP multifunction printers; 80% toners and 20% ink, mainly in their European hotels.

Benefits

Higher quality and less cost

Louvre gains economic benefits from using Original HP Supplies thanks to a loyalty deal which provides attractive discounts. HP toner are delivering consistent high page yield. Enhanced image quality means fewer re-prints and a lower carbon footprint.

“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. We are very happy to continue using Original HP cartridges and have no plans to try and save money by purchasing remanufactured models.”

—Maria Véron, indirect purchasing manager, Louvre Hotels Group

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