

How can we help? General Contractor



Background:

- Customer is a Large Commercial/Government Contractor in Philadelphia, PA
- Current Unit: Ricoh MPW6700, plus sends out for large jobs and color prints
- Print Volume: 5,330 sf per month (black), Send out for approx. 12,000 sf (black) and 2,400 sf (color)

Action taken: Installation of HP XL5200, export sale of Ricoh, and increased efficiency and reduced cost by bringing printing back in-house.

Customer Issues

◆ No capital budget for new machine

Based on a decades-old design and with a rudimentary controller, this unit was not a good fit. Customer owned the machine and needed to recover some value.

◆ Sending out for printing was too expensive

As more and more customers get their own machines, print shops have had to continuously raise prices to stay open amid dwindling volumes

◆ Costly Mistakes in Estimating

Color prints convey information far more accurately than black/gray prints. The expense and delay in getting color prints was causing vital information to be missed.

◆ Value for Current Machine

The Customer's machine still functioned, but simply no longer met their requirements. Customer needed to realize some value.

How We Helped

◆ Installed HP XL5200 with E-Z Print +

E-Z Print + provided Equipment, Service, and Supplies for one price per square foot with a very low monthly minimum. No capital expenditure required.

◆ Leveraged Print Volume for Savings

Black Prints were costing \$0.39 per square foot; Color Prints \$0.95. By bringing print functions back under customer control, we reduced cost per sf to \$0.15 for all prints.

◆ Color Prints On-Demand at Same Cost

The HP XL5200 provides black and color prints at exactly the same price per square foot. Prints are on-demand and at print-shop speeds.

◆ Export Credits to the Rescue

Through our extensive network of overseas buyers, we were able to sell the customer's machine overseas and return 100% of the proceeds to the customer.

Financial Solution: Achieved 48% Cost Reduction

In-House Printing (Ricoch MPW6700)			E-Z Print + HP XL5200		
		Cost			Cost
Service @ \$ 0.036/sf	5,330 <i>sf/mo</i>	\$ 191.88	All Printing @ \$0.15 per sf	19,730 <i>sf/mo</i>	\$ 2,920.04
Paper @ \$ 0.036/sf	5,330 <i>sf/mo</i>	\$ 127.92	Includes: <ul style="list-style-type: none"> ◆ HP XL5200 MFP ◆ Roll Bond Paper ◆ Black and Color Ink ◆ All Service ◆ Preventive Maintenance ◆ Software Support 		
Toner @ \$ 0.036/sf	5,330 <i>sf/mo</i>	\$ 170.56			
Outsourced Printing					
Black Prints @ \$0.28/sf	12,000 <i>sf/mo</i>	\$ 3,360.00			
Color Prints @ \$0.74/sf	2,400 <i>sf/mo</i>	\$ 1,776.00			
Total Monthly Cost	19,730 <i>sf/mo</i>	\$ 5,626.36			