

HP customer case study: New Officejet Pro L7000 series all-in-one meets multiple office needs while producing company's best marketing brochures ever.

Industry: Real estate/construction

Officejet Pro L7000 series AiO delivers quality, convenience

Custom builder cites professional look of brochures



Winner's Circle
Realty &
Construction

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— Brian L. Kirkpatrick, Owner/Broker, Winner's Circle Realty & Construction Co. LLC

Objective:

Provide small business office with convenient, reliable device for high-quality color printing, faxing, scanning, copying

Approach:

Replace older technology with HP Officejet Pro L7000 series all-in-one

Business benefits:

- Improved print quality rivals professional printing
- Reliable platform for printing, copying, receiving faxes
- Lower per page cost than other all-in-ones
- Eliminates need for multiple devices

For Winner's Circle Realty & Construction Company, LLC, custom brochures about each house are the front-line marketing effort. And owner Brian L. Kirkpatrick happily turns to a new HP Officejet Pro all-in-one to produce them.

"I couldn't be more satisfied with the print quality. It's just excellent. The quality of output from the new Officejet Pro is almost like the printing of a fine coffee table book," he says.

Winner's Circle combines custom home building and real estate sales, with an emphasis on the building side. Building elegant homes since 1970, Winner's Circle is now located in the Chowchilla, Calif., area (just northwest of Fresno). The office staff of eight employees depends primarily on HP inkjet printers and all-in-ones for all its in-house printing, fax reception and transmission, and copying and scanning.

"When I find a product that I like and I understand, I stick with it," Kirkpatrick explains. "The first HP inkjet printer I bought years ago has lasted and lasted. I eventually gave it to my son, and later, he gave it to a neighbor, and it's still working today. That's what made me loyal to HP products."

HP for flexible, reliable printing

Like most small businesses, Winner's Circle needs office equipment that is both flexible and reliable. That's why Kirkpatrick has turned to HP inkjet printers and all-in-ones for routine office tasks.

Document volume has risen steadily over the years. In addition to full-color brochures on each house, the office uses HP printers to produce routine correspondence, contracts, and more.

Customer solution at a glance

Primary applications

Office general purpose printing, real estate brochures for new custom homes

Primary hardware

OfficeJet Pro L7000 series

Kirkpatrick notes that when he first got in the business more than 43 years ago, his company would give buyers a single-page contract/receipt when they put down an initial deposit for a house. Now it's a 17-page contract, and four copies must be printed.

The brochures are the most critical printing, though. Kirkpatrick says potential buyers will drive through a new community looking at potential houses, and when they stop to look at one, the brochure has to put Winner's Circle's best foot forward. "If there is not a brochure available, they'll just drive on. The brochure has to grab their interest and give them a sense of urgency that this is a house they want to see, and a builder they want to work with."

Brochure quality is best ever

He says the Officejet Pro L7000 series output makes his brochures look better than ever. "It's the closest thing to professional printing I've seen in an office printer," Kirkpatrick says. "The printing is crisp and clear, and the colors are bright."

"People always ask me what makes my homes different. It all comes down to one word: quality. That has to come through in the brochure. And I think it does with the quality we're getting today."

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He designs the brochures himself using Microsoft Word software, then prints them using HP Viverna inks and a bright white brochure paper coated on both sides to produce vivid, saturated color. Unlike previous inkjet printers, the Officejet Pro L7000 series is designed to deliver that quality at a low cost — with a per page

cost as much as 25 percent lower than laser all-in-ones — making it even more attractive to small businesses. It's also faster than many other all-in-ones, at up to 10 ppm color and 12 ppm for black-and-white high-quality documents.

"I'm interested in any features that will save time and money, and HP certainly packs those capabilities in their equipment."

Kirkpatrick says printing the brochures in-house makes far more sense than sending the brochures out to a local printer. "It takes more than an hour out of someone's day to run to the printer to have brochures printed. And frankly, I've found that with HP printers, we can do a better job ourselves. That, combined with saving time, makes in-house printing the clear choice."

Faxing, scanning, copying round out office needs

The Officejet Pro L7000 series receives all his incoming faxes — an important responsibility for a business dependent on documents coming from banks and other realtors. "You can't afford to miss a fax today. It's critical that everything gets through," he says.

The Officejet Pro AiO also delivers scanning and copying capability, though those aren't in such high demand for Kirkpatrick. He estimates 70 percent of the machine's work is straight printing, perhaps 20 percent is incoming faxes, and the remainder is split between copying and scanning. He prints roughly 1000 pages per month.

Looking ahead, Kirkpatrick is anxious to try out the Bluetooth™ wireless printing capability. "I might print from my laptop, or enable my sales manager to be able to go right into the fax portion of my Officejet to output a document. I'm interested in any features that will save time and money, and HP certainly packs those capabilities in their equipment."

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4AA1-0016ENW, January 2007

