

Superior Beverage cuts costs, gains efficiency with HP CM8050 Color MFP



“Just to print more doesn’t mean you’re more effective at retail. The HP CM8050 Color MFP lets us print what we need, when we need it — easily and with consistently high quality.”

— Geoff Randolph, graphics supervisor, Superior Beverage Group, Ltd., Ohio

SUPERIOR beverage group

Objective:

Superior Beverage needed to streamline its printing of pricing displays while gaining high image quality, workflow efficiency, internal file storage and the ability to track usage.

Approach:

Lease HP CM8050 Color MFP with Edgeline Technology

IT improvements:

- Simplify workflow, speed end-to-end process
- Reduce bi-weekly paper jams from 30 to 1
- Ensure high print quality/no copy-generation degradation
- Track and control usage, accountability

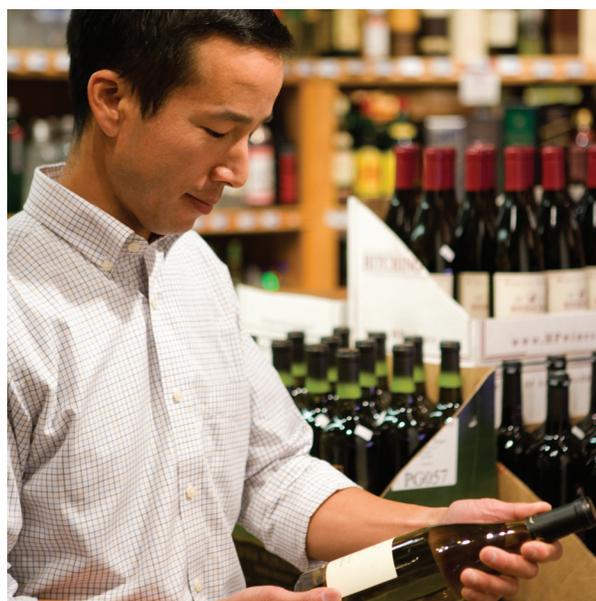
Business benefits:

- Cut cost per page 60 percent
- Reduce output 20 to 30 percent; eliminate waste
- Improve customer service with timely, high-quality displays
- Improve employee satisfaction, efficiency

HP customer case study: Superior

Beverage eliminates waste, cuts cost and streamlines printing with HP CM8050 Color MFP with Edgeline Technology

Industry: Wholesale beer and wine distribution



In the era before Superior Beverage turned to HP equipment for printing its daily runs of pricing displays, Graphics Supervisor Geoff Randolph would once a week encounter what inevitably turned out to be a depressing sight: Checking inside a randomly chosen sales representative’s car, he’d find hundreds of old displays, some months out of date, turning into garbage. What a waste! Randolph didn’t blame the sales reps — he knew the problem was suboptimal equipment and a cumbersome workflow. Searching for a solution, he found one that exceeded his performance expectations — the HP CM8050 Color MFP with Edgeline Technology.

“Compared to the old system, it’s night and day,” Randolph says. “With the HP Edgeline Technology, costs are down, the stress level is down, we’re printing just what we need and the sales reps can do their jobs better.”

Sales reps under stress

Superior Beverage Group, Ltd., is a distributor of premium beer and wine products to 33 counties in Central and Northeast Ohio. As part of the cost of doing business, the company provides each of its more than 10,000 customers — retail stores, restaurants, taverns, hotels — with pricing displays that must be updated at least monthly. These displays include legal-size “case cards” and 11”x17” “tabloids,” posted at the point of sale. Approximately 40 sales representative end-users print the sheets they’ll need in the field as they make their daily customer calls.

“Having the ability to pull files up digitally and get an original every time you hit ‘print’ is a gigantic advantage for us. It improves our look at retail. What’s more, we can track down to each print, so we’re not printing extra and wasting.”

Geoff Randolph, graphics supervisor,
Superior Beverage Group, Ltd., Ohio

Before acquiring its HP CM8050 Color MFP, Superior Beverage used another printer brand for these pricing displays. However, the process was time-consuming, wasteful and detrimental to quality. Sending files to the printer was cumbersome, so as an alternative the

company made color masters for the reps to copy — except the masters would disappear, and reps would end up making copies of copies, with quality degrading in each generation. In addition, they’d load up on extras to avoid annoying trips to the printer, which jammed regularly. System inefficiency left gaps on store shelves where displays should be.

Randolph had several solution priorities: high image quality, workflow efficiency, internal file storage and the ability to track usage. Considering various brands, he turned to HP partner Cannon IV, Inc., an Ohio-based independent service provider and reseller of printing and imaging solutions. Cannon IV has had a seven-year business relationship with Superior Beverage and understood its needs. The first Ohio HP reseller carrying the HP CM8050 Color MFP, Cannon IV recognized it as a perfect match. “The CM8050 Color MFP came in with all the options I wanted, for the best price,” Randolph recalls. Superior Beverage chose a five-year lease with a five-year cost-per-page contract covering ink supplies and service, and HP Web Jetadmin print and imaging peripheral management software.

The results are dramatic: a 60 percent reduction in cost per page; a 20 to 30 percent reduction in output volume; consistently reliable image quality; better customer service and higher employee satisfaction.

“With HP Web Jetadmin’s features, I can set security options. This simplifies the user experience at the same time it lets me control usage and require accountability.”
Geoff Randolph, graphics supervisor,
Superior Beverage Group, Ltd., Ohio



**The HP CM8050 Color MFP:
less cost, less hassle, high quality**

Superior Beverage prints, on average, 9,500 pages a month in color and 500 in black-and-white. The HP CM8050’s Vivera office inks ensure vibrant color and crisp text quality. What’s more, the machine’s intuitive usability makes it easy for sales reps to go in every day and print just what they need — no hassles, no paper jams, just fast turnaround and more time in the field with customers. “Sales reps don’t sell a single thing standing around the print shop,” Randolph says. “Now they get what they need on demand, in seconds; they don’t load up on extras, they’re less stressed, and they’re free to focus on their core responsibilities.”

Randolph appreciates the HP CM8050’s innovative Edgeline Technology — using an array of printheads stretched across the page, the printer moves the paper, not the printhead. However, he’s less concerned about what’s under the hood than about its reliability and ease of use on the job. Each month Randolph and his three print-department employees

update roughly 100 image files. It’s a snap to load the HP CM8050, he says. But perhaps Randolph’s favorite feature is the ability to control and track usage. “I want some end users to have more freedom than others on the machine,” he explains. “With HP Web Jetadmin’s security features, I can set their options. This simplifies the user experience at the same time it lets me control usage and require accountability.”

Sold on HP quality and reliability, Superior Beverage also uses five HP Designjet 5500 Printers for all its point-of-sale posters and banners, as well as an HP Color LaserJet office printer. Next on Randolph’s wish list are four additional HP CM8050 Color MFPs — one for each of the company’s five regional offices.

“The HP CM8050 Color MFP does everything I wanted and more,” Randolph says. “Its image quality is excellent. The machine is fast and easy for the sales reps to use. And as head of the department, it makes it simple for me to track and manage usage.”

About Cannon IV

Founded in 1974, Cannon IV is a leading HP independent service provider and reseller of printing, imaging and document workflow and management solutions.

As one of the first certified HP CM8050/60 Color MFP resellers, Cannon IV is an HP Gold Business Partner and is a member of the HP SVIP and Designjet Reseller Advisory Councils. Cannon IV is headquartered in Indianapolis, Indiana with a regional office in Columbus, Ohio.

Customer solution at a glance

Primary applications

Beer and wine pricing displays

Primary hardware

HP CM8050 Color MFP

Primary software

HP Web Jetadmin

Cannon IV Services

Five-year equipment lease and five-year cost-per-page contract including ink supplies and service

To learn more, visit www.hp.com
www.cannon4.com

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