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—Chris Bultinck, Northern Builders

HP customer case study: How the HP Officejet Pro L7000 All-in-One series **with HP 88 Officejet series ink cartridges** meets a fast-moving property developer's needs for fast, high-quality color printing

Industry: Property development, construction and management

Objective:

- Provide high-speed, high-quality color printing to a growing workgroup in a property development company

Approach:

- Implement an HP printing solution

IT Improvements:

- Upgrade to HP Officejet Pro L7000 All-in-One series

Business Benefits:

- Higher-quality, faster-speed color printing—especially for internally produced promotional materials



A growing property development company—with growing printer needs

Headquartered in Schiller Park, Illinois—and recently celebrating its 81st year in business—Northern Builders, Inc. develops, constructs and manages industrial and office projects in more than 30 cities throughout Illinois and Indiana. With over 30 full-time employees, and growing quickly, the company recently realized it needed a faster, higher-quality printer in addition to those scattered around the office. Its choices: the HP Officejet Pro L7680 and L7780 All-in-Ones.

According to Chris Bultinck at Northern, in addition to speed, superior print quality and other features, “The ability to connect to our network made this an easy choice for us. These are great printers—easy to use and very easy to maintain.”

Big cost savings for high-impact promotional materials

Bultinck notes that Northern Builders prints a full spectrum of materials on its HP Officejet Pro All-in-Ones, including proposals, site plans, brochures, construction schedules and more. "We print everything from marketing materials to plans and brochures for buildings," Bultinck says. "We also have proposals we need to get out—and general everyday stuff that we print, such as e-mails or faxes."

In terms of pure savings, however, Northern managers have been most impressed with the ones they realize by printing marketing and promotional materials in-house that previously would have been sent out for design and printing. Bultinck estimates that using the HP Officejet Pro L7000 All-in-One series **with HP 88 Officejet series ink cartridges** saves the company \$1,000 a month—or around \$12,000 a year! "It just became cheaper for us to do that on a monthly basis, because we were able to essentially print all of our marketing materials in-house."

Promotional materials printed in-house not only save Northern big on external creative and printing costs, they also help the company win new jobs. Says Bultinck, "We recently landed one of the largest build-to-suit construction deals in the state of Illinois. Our in-house printing capabilities gave us a competitive edge, as we were given short notice as to when our presentation would be. We had two business days to compile all of our presentation material. This never would have been possible without the HP (Officejet) printing capabilities."

Client-worthy color print quality

In a business where image and presentation can mean a serious competitive advantage, print quality is paramount. And for color printing that's worthy of Northern's customers and prospects, Bultinck remains impressed by the HP Officejet Pro printing system. "The print quality is very good," he says. "For us to want to send materials printed in-house to clients and to other brokers says a lot about the print quality. "We've received good feedback from brokers and clients—and potential clients—on our ability to send high-quality proposals."

Speedy printing—and a truly superior competitive advantage

In terms of sheer impact on both Northern's business and a client's impression of the company, Bultinck remembers that the HP Officejet Pro L7000 All-in-One series helped the company deliver "10 full proposals to a Fortune 100 client, including color site plans, construction plans, company brochures and building brochures."

The HP Officejet Pro printing system has changed the way Northern Builders does business. "We're much more time-and cost-efficient," he says. "We can turn project proposals and construction schedules around in a more timely manner." In terms of a true marketplace advantage, he says, "Again, efficiency is the best adjective to describe our competitive edge. We are a lean company, and we can handle projects in a short timeframe, due to our printing capabilities."

Setup's a snap, features are ultra-impressive

Bultinck and team worked with the company's IT department to set up and learn the printer's functions within the office environment. And, while his admin takes care of changing ink cartridges and other routine maintenance, compared to printers he's used in the past, Bultinck says the HP Officejet Pro L7000 All-in-One series is "easier to use," "faster" and just "more user friendly."

"These are our first HP printers," he adds. "We bought one initially, and then switched the entire office over." As for specific features that have made an impression on him so far, Bultinck cites "the ability to print both sides of a sheet of paper in color within a very short timeframe."

Top ratings, top recommendation

From hardware to speed, to ease of use to paper savings, Bultinck rates the company's HP Officejet Pro L7000 All-in-One series a full "five out of five." And asked if he'd recommend that other small businesses buy a similar solution, he doesn't hesitate a bit:

"Most certainly," he says. "They are VERY small-business-friendly."

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