

# HP Smart Office Printing Solutions: Success Story: Promoting APS Swim School's new aquatic centre with marketing collaterals created by HP Color LaserJet 2600n



"The HP Color LaserJet 2600n has been part of this exciting phase of our growth. It's an affordable, time-saving and wastage-reducing tool that helps us to print informative and eye-catching materials to promote our new programmes and exploit the potential of our new centre."

– Peng-Siong Ang  
Founder & Managing Director  
APS Swim School

Living in the small tropical island country of Singapore, many residents have come to appreciate swimming as a form of exercise, hobby or competitive passion.

In this sport, former national competitive swimmer, Peng-Siong Ang has been promoting swimming excellence with his own APS Swim School since 1995. Believing that "to swim well is an asset for life", the school has trained thousands of students, with at least 1,000 trainees under its care at any one time. It also maintains its own high performance team of competitive swimmers that have achieved accolades regionally at swim meets.

After operating its activities successfully by leasing swim facilities from educational institutions for years, the APS Swim School finally secured a dedicated aquatic centre at Farrer Park in 2004.

#### **New centre. New opportunities.**

The new centre offers complete freedom to introduce and promote a wide range of aquatic programmes to enhance the appreciation of swimming not just for competitive excellence but for health, safety, fitness and fun. With new premises, new opportunities have opened up immediately for the APS Swim School to embark upon its next phase of growth.

"Finally, we have the flexibility of a dedicated facility to realise our vision of offering a full range of aquatic programmes for adults and children from beginner fitness levels to international competitive levels," explains Garret Joseph Lee, the Centre Manager and Trainer for the new premises. "There's also the opportunity to introduce private training sessions, swim camps and other special events, which we could not do before."

## APS Swim School

#### **New marketing tool**

With these challenges ahead, APS Swim School acquired the HP Color LaserJet 2600n, capable of printing small quantities of marketing brochures and posters on demand. The new printer offers the flexibility and colour print quality required to promote the school's new programmes at the new centre.

As Lee describes, "There's no more pain associated with dealing with offset printers, which normally require a minimum print run for cost-effectiveness. The HP Color LaserJet 2600n has given us the ability and flexibility to print professional-looking, full-colour marketing materials in-house on a daily or weekly basis to meet our promotional needs."



Of significance, Lee highlights the reduced wastage by eliminating offset printers in the marketing process. Swim schedules and new programme inclusions at the school typically undergo frequent changes. Class timings or opening hours may need to be changed, or course content may need to be modified according to customer feedback. The hundreds of brochures printed by offset printers would lie wasted in the school's inventory once the content was outdated.

But now, with HP Color LaserJet 2600n, content for marketing collaterals can be kept up-to-date. Only small quantities need to be printed out to meet daily requirements, reducing the wastage of at least 30 percent experienced with offset printers.



## At a glance

Company: APS Swim School

Location: Singapore

Founded: 1995

Employees: 18 full-time and 40 volunteers

Telephone: +65 6777 5823

URL: www.apsswim.com

Primary business: Development of aquatic programmes including swim teaching, coaching and special events

"At any time, the information can be changed and pictures can be added. We can also jazz up the material for special promotions," Lee explains. "Just change it on the computer, and print it out for customers."

Apart from reducing wastage, APS Swim School also enjoys high-quality colour printing achieved through 600 x 600 dpi and HP ImageREt 2400 technology to output sharp, defined images. The HP ColorSphere toner in the printer generates more vibrant colours and glossier printouts enabling the APS team to create high-impact collaterals in line with the school's corporate image. Flexible paper handling also allows the school to explore different paper stocks for its marketing collaterals.

And instead of transferring files between computers to print, HP Color LaserJet 2600n provides a complete networked environment linking the school's four PCs and one Macintosh computer seamlessly to the printer. Networking has achieved the efficiency for the school to improve its workflow productivity and focus on its business goals.

### New benefits. New hope.

"Having new premises has meant a lot to us," says Peng-Siong Ang, the school's Founder and Managing Director. "The HP Color LaserJet 2600n has been part of this exciting phase of our growth."

He adds, "It's an affordable, time-saving and wastage-reducing tool that helps us to print informative and eye-catching materials to promote our new programmes and exploit the potential of our new centre."

As the APS Swim School continues to pursue new marketing opportunities, Ang and Lee are also considering how to unleash the full potential of the HP Color LaserJet 2600n for business benefits. In the future, both men are thinking of printing programme certificates as well as a scrapbook on the school's achievements.



## Challenges

- Provide customers with a range of marketing collaterals to promote programmes in the new centre
- Include the most up-to-date information at any time into marketing collaterals
- Reflect professionalism and dynamism in marketing materials befitting corporate image
- Reduce wastage of printed collaterals
- Improve general workflow

## Solution

- HP Color LaserJet 2600n
  - HP ImageREt 2400 technology
  - 600 x 600 dpi print resolution
  - Flexible paper handling with 2 input trays
  - 4 replaceable cartridges
  - HP ColorSphere toner for wider colour range and glossier printouts
  - Instant-on technology with fast first page out in 22 seconds
  - Ethernet connection to 4 PCs and 1 Macintosh

## Results

- High-impact professional full-colour marketing collaterals for promotional purposes in line with corporate image
- Flexibility to include 'last minute' changes quickly and easily
- Eliminated wastage of at least 30% of outdated printed collaterals from third-party printers
- Time savings of 10 days to 1 day to prepare a new marketing collateral
- Productivity improvements from networked printing environment
- Greater business focus on promoting new programmes to potential customers