

Ansan Life Church Colour Laser Printer

Church members enjoy high-quality colour laser print with HP



"Legendary quality and reputation of HP are the reasons for buying an HP product."

Bae Geon-il, Missionary
Ansan Life Church

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Ansan Life Church in Ansan, Gyeonggi-do is enjoying the benefits of the colour laser printers that they recently introduced. Fast print speed and excellent print quality are providing the church family great satisfaction. The small size of printers also offers them space efficiency. Reporter Yu Jin-Sang, jinsang@com-world.co.kr

It is now the age of colour laser printers. Recently, with the falling prices of colour laser printers, popular colour laser printers comparable to black and white printers have been appearing in rapid succession. Colour laser printers are spreading rapidly as prices fall to approximately USD318.00 to USD530.00. In the past, colour laser printers did not attract the attention of SOHO and general consumers because they were expensive, the printing speed was slow, and maintenance costs such as toner were high. However, since last year, many popular products costing less than USD1,060.00 have been introduced, and SOHO, small and medium businesses and general households who were hesitant in getting a colour printer due to the high price, are now more open to getting one.

Low Price and Small Size Are Attractive

Ansan Life Church, a small church with only 70 members in Ansan, Gyeonggi-do, recently purchased a colour laser printer, which they had been reluctant to buy because of its high price. The colour laser printing solution that Ansan Life Church introduced is an HP Colour LaserJet 1600, which is the lowest-priced desktop colour laser printer supplied by HP. Before buying this colour laser printer, Ansan Life Church had used a black and white laser printer made by a small Korean company for approximately 6 years. Because the printer was worn out, they experienced frequent paper jams and could not print high volumes.

Why did you buy an HP printer?

The black and white laser printer we had used for approximately 6 years had many problems. The printing time, especially, was excessive. In addition,



we had to replace the toner, which costs as much as a printer! Hence, we decided that it would be better to buy a new one. The reason that we purchased an HP printer was that its print quality was good and yet the price was inexpensive. Moreover, HP is a global company that we trust.

What are the benefits of introducing an HP printer?

Colour printing. Previously, buying a colour laser printer at USD424.00 was unimaginable. Our church has requirements for high print volumes, including weekly educational materials for Sunday school, music scores for the choir, receptions for new converts, and various other events. We usually print approximately 10 sheets of paper on weekdays, but the volume increases to over 200 sheets on weekends and when there is an event. In particular, the Sunday school, which is attended mostly by children, has a requirement for colour prints as it facilitates education better than black and white. Moreover, the new printer has a faster printing speed and better space efficiency compared to the old one. As a small church, we do not have a large office space, so this printer is suitable for us as it sits atop any sized desk, and can be placed anywhere.

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Bae Geon-il, Missionary Ansan Life Church



What are your plans for the future?

We have already bought one more HP business printer for our Sunday school. We will use it as soon as the worn out PC in the Sunday school room is replaced. We also plan to buy an HP PC!

According to Missionary Bae Geon-il of Ansan Life Church, the church prints large volumes, including weekly educational materials for Sunday school, music scores for choir, receptions for new converts, and various other events.

They usually print approximately 20 sheets on weekdays and over 200 sheets on the weekends. Referring to the inconveniences of the old printer, Missionary Bae said, “Because the printer was worn out, paper jams occurred frequently. In addition, as the memory of the printer was small, the print waiting time was long whenever we sent a large-sized file to print. Moreover, the printer was large and heavy, and it was difficult to get it serviced.”

The time eventually came, for replacing the toner in the black and white laser printer that they had been bearing with, in spite of the inconveniences. Missionary Bae said, “When we checked the toner price on the Internet, it was a little over USD318.00. This was not much different from buying a new printer.” It was the high price of the toner that led them to buy a new printer.

He also revealed, “We were already aware of the quality and reputation of HP printers, so we decided to buy an HP printer without hesitation.” He explained the reasons for their buying an HP product, saying “The price was very low even though it was a colour laser printer, and what was attractive was that we could get service with just one phone call. Moreover, it was designed for easy placement on a desk, so space efficiency was very good.”

Improved Level of Understanding with Colour Prints

The greatest benefit enjoyed by Ansan Life Church from the HP printer is the printing of colour documents. In particular, the colour prints greatly contribute to the improvement of emotional sensitivity and understanding of the children in Sunday school.

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Missionary Bae said, "After changing the educational materials from black and white to colour, the level of understanding of the children in our

Sunday School has greatly improved. Our church members are also responding favorably to the colour prints of documents such as weekly bulletins."

Another benefit is its faster printing speed. With the old printer, it took us half a day to prepare printouts for church services on the weekend. However, since we began using the HP printer, the printing time has been greatly shortened. In fact, the HP Color LaserJet 1600 that Ansan Life Church introduced, boasts 8ppm printing speed as it is equipped with inline printing technology.

In addition, there are two solid handgrips at the bottom for easy movement, and a paper tray capable of storing up to 250 sheets of paper, eliminating the previous inconvenience of frequent paper loading.

HP Color LaserJet 1600

Designed for customers who are sensitive to prices, the HP Color LaserJet 1600 is an economic, high-quality colour laser printer with an expert-level print quality and high print speed.

The print speed is 8 pages per minute for both colour and black and white printing, and HP Instant-on technology allows it to print the first page within 20 seconds. With HP ImageREt 2400 technology and state-of-the-art toner mixing method, the printer can attain 600 X 600 dpi resolution, allowing it to produce clear, vivid, clean black prints that are difficult to obtain with a colour laser printer. Also, the vivid gray tones allow details of the pictures to be printed accurately.

Moreover, thanks to the space-saving, compact design and low noise, you can place it anywhere in an office. Another benefit of this printer is its improved productivity with support for flexible paper types including labels, envelopes, and HP colour laser glossy presentation paper, as well as multi-purpose paper.

The key features of this product include:

- Print speed of 8 pages per minute for both colour and black and white,
- HP Instant-on technology prints the first page within 20 seconds,
- Two-line LCD control panel for ease of use,
- Single opening and closing for easy access and convenient cartridge replacement,
- Standard 16MB print memory and 264MHz processor, and



- High speed USB 2.0 port for convenient connection.

Alternatively, the HP Color LaserJet 2600n, which has improved network features while sharing the same features and design as the HP Color LaserJet 1600, is a very good product for SOHO and small businesses.

Plan to Buy More HP Products

Missionary Bae plans to buy additional PC and printers from HP. In particular, he would like to replace the worn out PC in their Sunday school room to a HP desktop soon. As it is for educational purposes, he plans to buy a PC with improved multimedia performance. At the same time, he will introduce a business inkjet printer from HP.