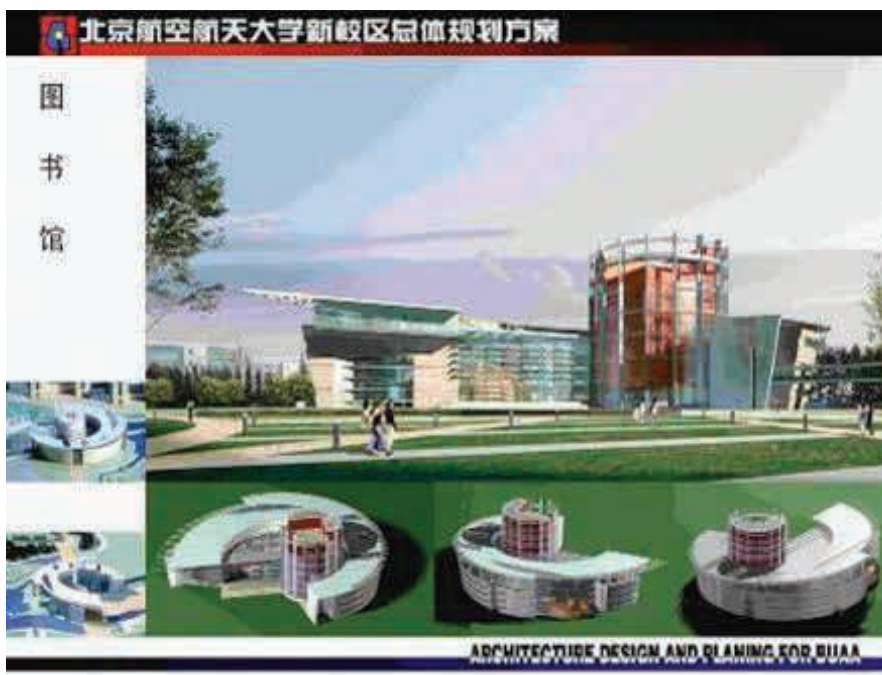




HP Color LaserJet printers delivered positive impact to the marketing department of China Aviation Industry Regulatory and Design Institute.



Higher production efficiencies

HP Color LaserJet printer has increased our productivity by shortening the time required to complete our work and reducing the waiting time for printouts, thus increasing overall job satisfaction. In the past, we relied on A3 colour prints that were printed with the HP 5000 Color Inkjet Printer. These were then pieced together to form a large A1 sheet. We would then laminate and cut it into the required size. Clearly, this was time consuming and wasted paper.

Excellent print quality

Excellent print quality and vivid colours better illustrate design ideas and allowed us to stand out against the competition. Our organisation, consists of

1,000 employees who focus on design and research. As such, all of us rely on the print quality and high volume delivered by HP printers on our colour printing outputs.

Lower operational costs

The lowered costs of printing and the reliable print quality offered by HP colour printers readied our company for business growth. The overhead costs of staff working overtime were also reduced due to less waiting time for colour printouts.

Better corporate image

The high quality colour printouts of our designs help us improve our corporate image while creating new business opportunities. We hope that the price of printing can be even lower!