



Real estate firm Hong Shi Da Cheng have realised that printing their marketing collateral with HP Color LaserJet printers produces better print quality at a lower cost compared to offset printing.



Beijing-based real estate firm Hong Shi Da Cheng used to outsource their colour printing needs, spending a hefty amount annually to produce their marketing collateral. Building plans, computer-rendered images, company reports and information pamphlets for the press and clients have to be printed in bulk. They used to believe that owning HP's Color LaserJet printers costs a lot more to get the same print quality of offset printing.

They eventually realised that HP's Color LaserJet printers are very cost effective and produced outstanding prints for documents essential to operations, which prompted them to acquire an HP Color LaserJet 3600 Printer in 2006.

The HP Color LaserJet 3600 Printer delivers high resolution colour printouts of their real estate marketing collateral. They also found printing colour maps as one of the creative uses of their colour printer.

In the past, they used large format maps with different line types that are colour-coded. Maps were printed on large A0 format sheets, which were very troublesome for inspection. Today, maps printed in the HP Color LaserJet 3600 Printer come in convenient A4 sheets with clear colour and line types.

The company owns more than 30 printers from HP and other printer brands. But they only rely on HP printers for all their colour laser printing needs because it is economical, requires minimal maintenance, and produces high quality printouts.