

Rolling out the right colours



“We are satisfied to finally have a systematic and cost-efficient imaging and printing environment, thanks to the HP Business Inkjet 2300dtn. We have found a useful business partner that does the job much better than what eight printers used to do.”

Sang-won Kim, Manager, Timken Korea

Timken is an established manufacturer of industrial bearings from the United States since 1898. Its Korean office has 11 employees who supply bearings to major companies like Daewoo and Kia.

cost,” said Kim. “We were impressed with its superior features, including its networkability and double-sided printing capability.”

Realising the importance of colour to enhance its marketing proposals and presentations, Timken Korea looked to establishing an efficient and cost-effective imaging and printing environment with the right-sized device to meet its needs for high-quality colour printing affordably.

When eight is not enough

Timken Korea already had eight printers to output about 5,000 pages each month, including 1,000 pages for promotional catalogues. All were HP devices, including the HP Laserjet 1300n, HP Deskjet 5550 and Photosmart 7550.

Eight devices simply took up too much space. And some of the older models could not deliver the level of quality required by customers. In particular, Timken Korea needed excellent quality colour printouts for the annual motor show and conferences, which were important marketing platforms for the company. As such, the office decided to replace its eight printers with a printer that could yield a high printing quality at high speeds.

Networked and optimised infrastructure

At the end of HP’s ‘Try and Buy’ trial, they made the decision to purchase the HP Business Inkjet 2300dtn.

“The HP Business Inkjet was developed for businesses like ours with needs for fast printing at an affordable

The new device allowed Timken Korea to enjoy high-performance networking, connecting up to eight users through the HP JetDirect 615n embedded EIO print server.

In addition, it delivered high print quality of 4800 dpi colour resolution which could now be included to enhance their marketing collaterals, proposals, presentation materials and press kits. Even complex charts and diagrams looked more professional. And there were plans to use the device to print banners for future exhibitions.

Economical and efficient solution

The most important feature was, of course, its cost-effectiveness. The cost of operating the HP Business Inkjet 2300dtn was half that of a colour laser printer and one-third that of an inkjet printer.

“Before using the HP Business Inkjet 2300dtn, we paid 300,000 wons each month for ink. The cost is now one-third of what we used to pay,” Kim said. ”

The high-quality colour effect from the HP Business Inkjet 2300dtn truly allowed the company to communicate in a more persuasive way and improve the image of its products and services.