

# FedEx Kinko's expands its service offering in Kuwait with HP Large Format Printers



## At a glance

**Industry:** Repro Houses and Copy Shops

**Business name:**  
FedEx Kinko's Kuwait

**Headquarters:**  
Fahed Al Salem, Kuwait

**Website:**  
[www.fedexkinkos.ae/kuwait.html](http://www.fedexkinkos.ae/kuwait.html)



**FedEx Kinko's**  
Office and Print Services

## Challenge

- FedEx Kinko's Kuwait wanted to replace its unreliable Kodak printers with new machines that could deliver better quality with faster speed, in order to grow its business and meet increasing demand for large format printing.
- It also wanted to have greater visibility and control of what was being printed in each of its six branches.

## Solution

- The company invested in the HP Designjet T7100 Printer, HP Designjet T2300 eMFP Printer, HP Designjet Z6200 Photo Printer, HP Designjet Z3200 Photo Printer and the HP Scitex LX800 Industrial Printer in order to provide the widest range of print services at the best quality in the fastest time, while enabling it to pitch for bigger print projects.

## Results

- The new printers are delivering optimal quality across a range of media and, because they are all HP devices using HP inks, there is consistency across all output.
- The HP Scitex LX800 Industrial Printer played a key role in winning a new job worth KWD1,150,000 (US\$ 4.1M), which involves printing an 8m high and 5km long advertising banner for a new university.
- FedEx Kinko's can accurately monitor paper and ink usage and, because the printers are provided under a leased contract, the company knows exactly how much it costs per month, helping to control costs.
- Print times are up to 70 percent faster with the HP Designjet T7100 Printer, allowing FedEx Kinko's to increase productivity, helping to grow its business.

“HP provides the gold standard in print quality with reliability and speed to match. Our range of HP Designjet Printers and Scitex Industrial printers is helping us deliver outstanding prints of all sizes to customers large and small.”

—Hany El Bayar, manager, FedEx Kinko's Kuwait.

FedEx Kinko's offers the industry's broadest range of document solutions and business services - including copying, color printing, finishing and presentation services, Web-based printing and document management solutions. It has 21,000 employees serving over 100 million small to medium size businesses, large corporate customers, mobile professionals and retail customers globally.

### The need for reliability

In October 2004, the company opened two branches in Kuwait, quickly expanding to six offices across the country within four years. FedEx Kinko's is always striving to introduce the best, most innovative print solutions to keep it ahead of the competition and offer its customers the widest range of services. From the outset, HP print technology has played an important role in ensuring customers get the best quality in the fastest time.

However, the company also had an installed base of four non-HP printers for large format printing, but was finding them unreliable and costly to maintain. With increasing volumes of large format jobs coming in, FedEx Kinko's needed to find an alternative solution.

“Our business is growing and I need printers I can rely on. At our main branch in Fahed Al Salem we have 18 employees working around the clock to keep pace with the workload and overall we are producing around 1,500 m<sup>2</sup> of printed material per month. However, our older non-HP models were breaking down which costs us time and money,” explains Hany El Bayar, manager, FedEx Kinko's Kuwait. “We already had HP Designjet Printers and those had proven to be reliable and produced excellent quality so we explored what else HP could offer in larger formats.”

### A combination of the best technology

El Bayar invited HP in to advise him on which print solutions might fit the bill. HP recommended a combination of the HP Designjet T7100 Printer, HP Designjet T2300 eMFP, HP Designjet Z6200 Photo Printer and HP Designjet Z3200 Photo Printer as well as an HP Scitex LX800 Industrial Printer.

The HP Designjet T7100 is 70 percent faster than the previous model the Xerox 510, which allows the company to produce more prints, more quickly. This means it can guarantee 24 hour turnaround even on big jobs. A key advantage is that, because it has standardized on HP devices and inks, consistently high quality is delivered.

El Bayar also wanted greater control of exactly what each store was printing and how much ink was being used in order to better manage costs. The new networked HP print platform provides El Bayar with a single point of contact for information on how each printer is being used. By logging into the management console, he can accurately monitor paper and ink usage and, because the printers are provided under a leased contract, he knows exactly how much it is costing him per month.

“I can generate reports on every aspect of the printers' operations which helps me control costs across every store,” comments El Bayar. “There are no unexpected outlays or nasty surprises so it makes running the business much easier.”



“The HP Designjet Z3200 Photo Printer is proving particularly popular because it delivers 12-color printing, which is a big advantage on canvas media. We have artists and painters who come to us specifically to print on this device,” adds El Bayar.

### Winning big projects

The HP Printers are also playing a key role in bringing in new business. One particularly high profile project worth KWD1,150,000 (US\$4.1m) would never have been won by FedEx Kinko's without the capacity provided by the HP Scitex LX800 Industrial Printer.

“A new university called SABAH AL-SALEM University is being built here in Kuwait and it wanted signage printed for advertising,” says El Bayar. “That might sound straightforward except this particular signage is 8m (26ft) high and a staggering 5 km long (3.1 Mi)! Only the LX800 could handle that type of job. It could never have been achieved without us purchasing the HP Scitex LX800 Industrial Printer.” Since winning the business, with the help of HP, the LX800 has been printing non-stop for six weeks and it will be another six weeks before it has finished the job. During that time, it stops only to reload media and for minor maintenance.

Malik Hassan, FedEx Kinko's Kuwait production manager, also has praise for all of their HP printers: “The quality and speed is amazing; I have never seen anything like it. The machines are also incredibly simple to use with no need for special training. As a production manager this makes life for me, and my team, much easier.”

With the HP fleet in place, FedEx Kinko's Kuwait is well placed to continue its growth, while expanding the services it offers.

“HP allows me to do everything I need. Whether it's a small job from a customer off the street or a massive sign, the HP printers give me the flexibility, quality, reliability and speed to deliver,” concludes El Bayar. “As our business evolves, we will continue to invest in HP as it offers the best technology, while enabling us to effectively control and manage costs.”

Get connected.  
[hp.com/go/graphicarts](http://hp.com/go/graphicarts)

Share with colleagues.



© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA4-2718ENW, Created August 2012

