Just Good Creative

HP Officejet 6700 Premium e-All-in-One meets document needs—
professional and personal

"**The Officejet 6700 Premium e-All-in-One is so much more efficient than I expected, and it produces really great, professional color. It gives me capabilities I never had before.**"

—Geoff Beard, owner/designer, Just Good Creative, Boise, Idaho

HP customer case study Graphic designer Geoff Beard just wanted to reduce his costs, but the HP Officejet 6700 Premium e-All-in-One Printer gives him much more

Industry
Graphic design

Objective
Improve business visibility and confidence in software
Reduce printing costs while adding new capabilities

Approach
Consolidate printing, scanning, copying, faxing on a single device with low operating costs

IT improvements
- Ability to print directly from mobile devices using HP ePrint, Apple® AirPrint™ or Google Cloud Print™
- Support for wireless printing[1]
- Automatic duplex printing

Business benefits
- Fast print speeds up to 16 pages per minute for black output, up to 9 ppm color[2]
- Bright, saturated colors
- Automatic duplexing for design mock-ups
- Duplexing reduces paper costs, energy-saving features reduce electricity costs
- Individual ink cartridges reduce wasted ink

For years, graphic designer Geoff Beard has used a laser printer to print out his designs in full color, and a separate scanner to capture images. He was convinced he had the best of all possible worlds.

Then he moved to the new HP Officejet 6700 Premium e-All-in-One Printer, and hasn't looked back once.

"The Officejet e-All-in-One is so much more efficient than I expected, and it produces really great, professional color," he says. "It gives me capabilities I never had before." Among them: the ability to print from mobile devices and automatic two-sided printing.

Customer
solution at
a glance

Application

Printing, scanning, copying

Hardware

HP Officejet 6700 Premium
e-All-in-One Printer

Old "best-in-breed" paradigm doesn't fit anymore

Beard is owner of Just Good Creative in Boise, Idaho. He designs catalogs, invitations, signage, wall layouts, logos and branding programs for clients ranging from museums to technology and healthcare companies.

As a designer, he has always sought the best quality printer he can to print proofs of mock-ups and final designs, whether they are just for his own critical viewing or for a client presentation. He also needs high-quality scanning capabilities to import images from time to time. So for many years, he has had both types of devices, an old laser printer and scanner, sitting side by side near his desk.

The scanner was connected to a separate computer. Between the printer, the scanner and the second computer, his office was full of computer hardware. And when he needed to scan something, it required a time-consuming manual process of scanning to a thumb drive, then moving the thumb drive to his main computer to import the image.

He had heard that new HP Officejet business ink printers were actually less expensive to operate than his old laser printer. But he was reluctant to try one, fearing that it would print too slowly to satisfy his business needs—especially when he's producing work at the last minute for a client meeting and needs to be out the door in five minutes.

That's when he met the new HP Officejet 6700 Premium e-All-in-One Printer.

Fast, professional-quality, low-cost printing

He quickly cleared the clutter of three devices from his office, replacing it with the single Officejet 6700 Premium e-All-in-One, which supports multiple computers wirelessly.[1]

"For printing, I like it much better than my old laser printer. The color is definitely brighter, and it's fast. I'm very happy with the speed." The Officejet 6700 Premium e-All-in-One is rated at ISO speeds of up to 16 pages per minute for black output, and up to 9 ppm color.[2]
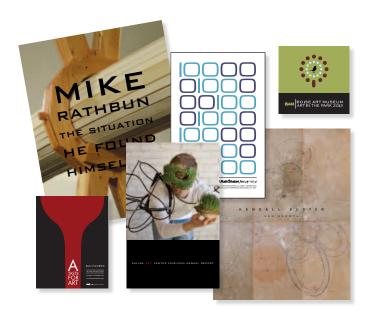
"It seems like I started doing more scanning as soon as I got the Officejet — maybe because it's so easy to use."
Geoff Beard, owner/designer, Just Good Creative

He says output from the Officejet e-All-in-One is particularly sharp when he uses HP Advanced photo or brochure papers for business quality photos that resist fading.[3] On regular office paper, the Officejet AiO provides durable results that resist water, fading and highlighters.[4]

"I'm printing images of artwork for a museum catalog right now. It's a lot of solid, heavy coverage. Color accuracy is crucial, and the printer has delivered just what I need," he says.

Beard says he is also hopeful the Officejet e-All-in-One will be less expensive to operate than his old laser printer, based on the availability of high-capacity ink cartridges and the fact that the Officejet e-All-in-One

uses four individual ink cartridges, which helps reduce waste and are easy to recycle. Beard also expects to reduce his paper cost since the Officejet 6700 Premium e-AiO offers automatic duplex printing. Finally, the Officejet AiO is ENERGY STAR® qualified and can be preset to turn off automatically when not in use, which can reduce energy use by up to 40 percent.[5]

"I like it much better than my old printer. The color is definitely brighter and more saturated, and it's fast. I'm very happy with the speed."
Geoff Beard, owner/designer, Just Good Creative

The automatic duplexing feature will also prove useful when he needs to print out a mock-up of a brochure or other two-sided publication. The all-in-one's wireless support is great for both professional printing from his office, and personal printing from his notebook PC. Water-resistant HP ink will be useful in various situations. His family has already expressed interest in printing spill-resistant recipes in the kitchen.

More efficiency, plus new capabilities

Beard says the Officejet 6700 Premium e-All-in-One printer is more efficient and easy to use than his dedicated scanner. He calls the touchscreen display convenient and simple.

"It's really nice to just push the touchscreen and be able to scan immediately. There's no need to warm up the scanner or transfer the file to my main computer afterward," he says. "It seems like I started doing more scanning as soon as I got the Officejet — maybe because it's so easy to use."

"The fact is, it prints fast, it's more convenient, and gives me all kinds of options I never had before. Replacing my old printer with the Officejet e-AiO has turned out to be a really smart move."
Geoff Beard, owner/designer, Just Good Creative

The e-AiO also gives Beard fax and copying capability, all in the same device, using the same touchscreen interface, which also offers access to business apps including Biztree Forms and Financial Times News[6]

What is entirely new to Beard is the ability to print from mobile devices such as his Apple® iPhone® using Apple AirPrint™,[7] or from other devices using HP ePrint[8] or Google Cloud Print.[9] "We use our iPhones as our cameras for personal photos," he explains. "It will be nice to be able to print directly from our phones."

Surprising performance

Beard was hoping the HP Officejet 6700 Premium e-All-in-One Printer would save him money compared to his old printer. What he didn't expect was how much he would like its performance.

"I had this idea that an inkjet printer would be slow and less convenient. But the fact is, it prints fast, it's more convenient, and gives me all kinds of options I never had before. Replacing my old printer with the Officejet e-AiO has turned out to be a really smart move."

Get connected
hp.com/go/getconnected
hp.com/go/officejetprinting

Share with colleagues

This customer received a complimentary HP Officejet 6700 Premium e-All-in-One as part of an early adopter program.

[1] Wireless performance is dependent upon physical environment and distance from access point. Wireless operations compatible with 2.4 GHz routers only.

[2] After first set of ISO test pages. For more information, see www.hp.com/go/printerclaims.

[3] Display-permanence rating by Wilhelm Imaging Research, Inc., or HP Image Permanence Lab. For details, see www.hp.com/go/printpermanence.

[4] Fade resistance based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909. Water resistance based on HP internal testing, using paper with the ColorLok® logo.

[5] Energy savings calculation assumes the device is scheduled to be off for 12 hours per weekday and 48 hours per weekend. Reduced energy use is compared with a typical daily usage model determined by ENERGY STAR(R) TEC method, which assumes devices remain in "sleep" mode overnight and on the weekend.

[6] Requires a wireless access point and an Internet connection to the printer. Services may require registration. App availability varies by country, language and agreements. For details, www.hp.com/go/eprintcenter.

[7] Supports the following devices running iOS 4.2 or later: iPad®, iPad® 2, iPhone® (3GS or later), iPod touch® (3rd generation or later). Works with HP's AirPrint-enabled printers and requires the printer be connected to the same network as your iOS device. Wireless performance is dependent upon physical environment and distance from the access point.

[8] Requires an Internet connection to HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types and other HP ePrint details, see www.hp.com/go/eprintcenter). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary.

[9] Feature requires Google Cloud Print-Ready printer or an existing printer connected to a PC with Internet access. Print times may vary. Currently only Google apps are supported. Some HP LaserJet Printers will require firmware upgrade.