



POLO ENTERPRISE PROVIDES HIGH-QUALITY PRINTS AND PHOTOS WITH HP DESIGNJET TECHNOLOGY

POLO
Enterprise

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Established in 1990, Polo Enterprise is a print and copy provider based in the Malaysian city of Selangor. Its clientele consists of local SMBs, some government agencies and many students from the University of Tunku Abd Rahman, University of Malaya and International Islamic University Malaysia.

Polo Enterprise is always keen to expand the range of services it offers, introducing scanning functionality and large format printing more than 10 years ago. In response to consumer demand, particularly among architectural and engineering students, it also decided to add high-quality color printing capability.

Quality color at low cost

The proprietor, Johnny Yap, turned to print supply specialist Compedo for advice. He wanted the new color printers to fulfill three key criteria: high speed, excellent quality and low cost.

"As a business that relies largely on walk-in trade, we need to keep costs to a minimum to make a sufficient margin," explains Yap. "But of course quality is also critical to our customers, especially students who are producing detailed CAD renderings for architectural plans, for example. We can't afford to keep customers waiting, so we wanted a device that could print quickly and be totally reliable."

In 2005, Compedo, which has been awarded top HP Designjet Business Partner Malaysia for eight years running, suggested that the HP Designjet 4000 multifunction printer would fit the bill

Fast and flexible

"The Designjet was the perfect solution for our initial expansion into color printing as it could produce high-quality color prints quickly at low cost," adds Yap. "I also liked the fact that we weren't tied into an ongoing maintenance contract. The existing non-HP machines I had previously were bound to a five-year service contract, but with HP that wasn't necessary. As a small enterprise, that was very helpful."

In the following years, Polo Enterprise replaced the HP Designjet 4000 multifunction printer with an HP Designjet Z6100 and HP Designjet 4500, most recently adding an HP Designjet T7100 and HP Designjet Z6200 Photo Printer Series to ensure that it had the latest print technology. The versatile HP Designjet T7100 printer can produce low-cost CAD drawings and high-quality color documents at high speeds – as many as four A1 color prints per minute. It also can easily add an extra print media roll, increasing print capacity. Therefore, with the above advantages, Polo





"The HP Designjets allow us to provide high-quality CAD reproductions and photographic prints quickly, at low cost and with optimal quality."

Johnny Yap
Founder, Polo Enterprise

Enterprise decided to increase its print production by investing the second unit of HP Designjet T7100 within only three months from the first installation.

The HP Designjet Z6200 Photo Printer is one of the fastest high-quality photo printers available. Taken together, the new devices have enabled Polo Enterprise to process higher volumes at better quality than ever before.

Reliable innovation

"Since installing the HP Designjet T7100 devices, we have yet to have any downtime, which speaks volumes about their reliability. It is also quick and hassle-free to load the media rolls, and the ability to add an extra roll means we can produce more prints without having to restock the machine," says Yap. "Also, as a front-loading printer, it is much more convenient to operate in the small confines of our business."

Having two HP Designjet T7100 printers on the premises now allows Polo Enterprise to complete large volume jobs in the shortest possible time frame.

"We recently had a customer who needed 400 A1 color prints printed to paper and linen within two hours," comments Yap. "There is no way we could fulfill such an order without the HP Designjet T7100 printers."

The HP Designjet printers are helping Polo Enterprise keep its cost per page down without compromising on quality. With the help of Compedo, the company knows it can get inks and media delivered within 24 hours, ensuring it is always operational. As a result, Polo Enterprise is set to continue to grow and serve its loyal base of local customers.

"We have a lot of confidence in HP and are very comfortable working with the company and its printers," concludes Yap. "We're happy to continue investing in HP technology as we believe it leads the market in producing faster, more reliable and better quality printers."

AT A GLANCE

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Repro Houses and Copy Shops

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CHALLENGE

- Polo Enterprise wanted to expand into color and photographic printing to exploit the developing market.
- It needed to print to the highest quality within short time frames and at low cost, without compromising on quality.

SOLUTIONS

- Two HP Designjet T7100 Printer
- HP Designjet Z6200 Photo Printer Series
- HP Designjet 4500 scanner

RESULTS

- Polo Enterprise can now produce up to four A1 color AutoCAD prints per minute, enabling it to deliver prints faster without compromising on quality.
- The addition of an extra media roll for the HP Designjet T7100 gives it greater capacity, allowing Polo Enterprise to print more between media replacement.
- Front-loading media makes better use of the confined environment of the print shop where space is at a premium.
- Superb device reliability has resulted in zero downtime during the first few years of operation, giving Polo Enterprise the flexibility to deliver prints any time.

To learn more, visit www.hp.com/go/graphicarts



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