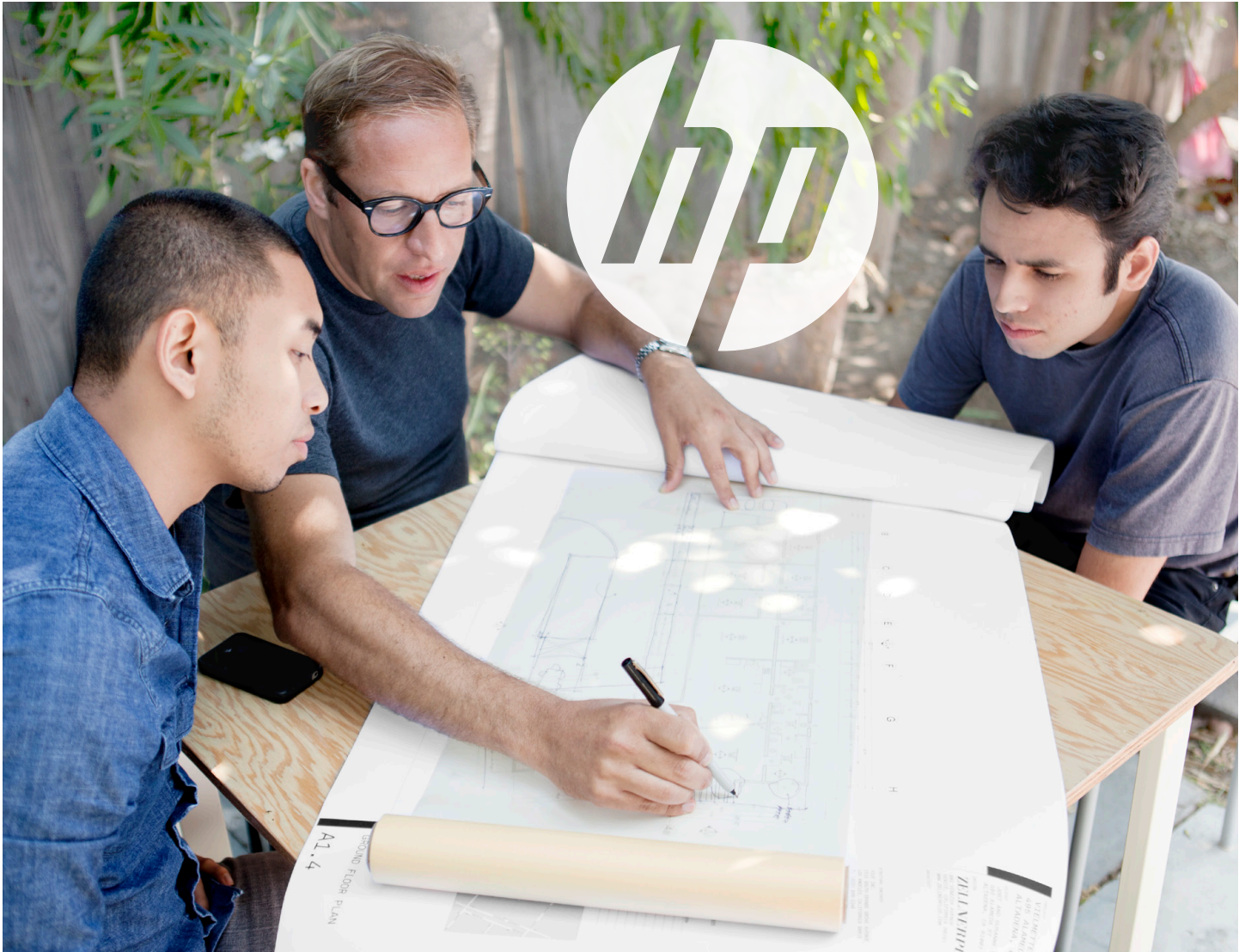


ZELLNERPLUS prints drawings on demand with the HP Designjet T520 ePrinter and HP Designjet ePrint & Share



At a glance

Industry: Architecture, Engineering, & GIS

Business name: ZELLNERPLUS

Headquarters: Venice, California, USA

Website: www.zellnerplus.com

ZELLNERPLUS
DESIGN PLANNING RESEARCH +

Challenge

- ZELLNERPLUS wanted to find a more efficient alternative to outsourcing its printing work that would be reliable and could produce top-quality architectural drawings.
- ZELLNERPLUS needed an easy-to-operate printing technology to enhance its workflows.

Solution

- The intuitive HP Designjet T520 ePrinter offered ZELLNERPLUS fast printing speeds and excellent print quality.
- With HP Designjet ePrint & Share, ZELLNERPLUS has the ability to access, view, and print files on the go—offering the firm and its clients a tool to keep them all on the same page.

Results

- ZELLNERPLUS saves time by printing high-quality, professional architectural drawings in minutes at its office instead of hours compared with outsourcing.
- The team at ZELLNERPLUS learned how to use the HP Designjet T520 ePrinter quickly and can efficiently navigate daily tasks.

“Now that I’ve seen how much the HP Designjet T520 ePrinter benefits our daily workflows, it would be hard to part with.”

—Peter Zellner, Founding Principal, ZELLNERPLUS

ZELLNERPLUS is a business in perpetual motion. Much like the architecture firm’s founding principal, Peter Zellner, who splits his time between orchestrating projects and teaching architecture, the ZELLNERPLUS team spends its days juggling tasks and traveling to client meetings and job sites.

For this boutique design studio that specializes in designing art galleries, residential buildings, and commercial spaces in the United States and abroad, efficient workflows are vital to success. Until recently though, the Venice, California-based company struggled to produce architectural drawings at the pace of its business due to delays from outsourcing.

That all changed after the firm began beta testing the new web-connected HP Designjet T520 ePrinter with HP Designjet ePrint & Share. Now ZELLNERPLUS can produce outstanding architectural drawings with ease—and in short order. The firm also sees the benefits of using HP Designjet ePrint & Share. This free web service makes it easy to access and print large-format documents from virtually anywhere.¹

Efficient production

For ZELLNERPLUS, outsourcing the printing of its project drawings to a reprographic company slowed down its workflow. With the fast and reliable HP Designjet T520 ePrinter in its office, ZELLNERPLUS can now produce drawings on demand instead of relying on a reprographic company’s schedule.

The firm’s old workflow involved preparing PDF files, emailing them to the reprographics company, placing an order on the phone, and then picking up the plans. “That whole process wastes about two hours,” says Zellner.

The HP Designjet T520 ePrinter, an entry-level device for small architecture and engineering firms, can process complex files at high speeds, producing D/A1-size prints in 35 seconds, using 1 GB RAM and HP-GL/2 technology. This allows the firm to print a full set of approximately 50 drawings in about 35 minutes. “It’s more than fast enough for what we do,” he says.

Professional, high-quality drawings

The outstanding print quality offered by the HP Designjet T520 ePrinter also translates into added workflow efficiency for ZELLNERPLUS. With printing needs centered around large-format black-and-white architectural drawings—and to a lesser extent, letter-size renderings and photos—defined lines and details are critical.

“Mishaps happen at reprographics companies, and sometimes drawings come out looking horrible,” Zellner says.

Thanks to the HP Designjet T520 ePrinter, offered in 24- or 36-in (61 or 91.4 cm) models with a B+ tray and front-loading roll, ZELLNERPLUS can consistently achieve accurate lines and sharp details up to 2400 dots per inch (dpi) resolution, using a long-life printhead. “We were blown away the first time we printed—the line drawings were so crisp and clean,” notes Zellner.

The ability to print and proof drawings in the office also helps the company ensure output quality onsite, with fewer delays than outsourcing. “It’s nice to have confidence in your printing technology when you need to produce drawings in time for a meeting. It takes a lot of stress out of your work day,” he says.



Intuitive operation

At a growing firm like ZELLNERPLUS, everyone needs to operate the printer without challenges. Thanks to the HP Designjet T520 ePrinter’s intuitive features, printing tasks are simple.

“Printing always seems like such a hassle when you have to find networks and set up jobs, but this is really easy,” says Zellner.

The HP Designjet T520 ePrinter features built-in WiFi and an intuitive, full-color, 4.3-in (109 mm) touchscreen for navigating jobs. “The graphics on the touchscreen are very straightforward and illustrate tasks for you—everybody in the office picked up how to use it quickly,” he says.

Managing output from a PC is also easy with the HP Designjet T520 ePrinter. Using true print preview, ZELLNERPLUS can check jobs before printing. “Part of the issue with printing is getting your line weights right, so it’s a huge help when what you see on the screen is what you print,” says Zellner.

Mobile printing access and file management

With enhanced workflows in its office, ZELLNERPLUS now seeks to improve its mobility and flexibility. The firm’s employees regularly work on the go, using Apple® iPhones to talk, text, email, and exchange files. Zellner says he wants to use HP Designjet ePrint & Share to begin printing and managing files from outside the office.

HP Designjet ePrint & Share lets customers access, view, and print files using an Apple or Android™ smartphone or tablet from virtually anywhere.¹

In addition to the mobile benefits, Zellner says HP Designjet ePrint & Share could also offer the firm and its clients a better way to manage documents—ensuring everyone reviews the most up-to-date files. “This technology can be a game-changer,” he says. “It can be the one place where everyone can go to access documents in their most current and correct form.”

Looking forward, Zellner says he wants to focus on more residential and public projects in the United States and Latin America. He concludes: “Now that I’ve seen how much the HP Designjet T520 ePrinter benefits our daily workflows, it would be hard to part with.”

¹ Requires an HP Designjet ePrint & Share account, Internet connection to the printer, and connected Internet-capable device. When using the HP Designjet ePrint & Share mobile app, a compatible Apple® iOS™ or Android™ device and Internet connection are required. Data or connection charges may apply. Print times may vary. For more information visit www.hp.com/go/eprintandshare.

© 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.

Android™ is a trademark of Google Inc. Apple, iPhone and iOS are trademarks of Apple Inc.

4AAA-3438ENW, Created September 2012

Get connected.

hp.com/go/graphicarts

Share with colleagues.

