

Hannah's English School of Excellence

HP Officejet 7000 Wide Format Printer spells success at school



“The HP Officejet 7000 Wide Format Printer gives us the flexibility to print student activity sheets, flash cards and posters economically and quickly. Its versatility allows us to use different paper sizes and types that are appropriate for the job.”

—Paul Hogan, co-owner, Hannah's English School of Excellence, Rizhao, China

HP customer case study: English language school in China pronounces success with HP Officejet 7000 Wide Format Printer

Industry: Education

Objective:

Print teaching and promotional material for English language school in China

Approach:

Deploy HP Officejet 7000 Wide Format Printer

IT improvements:

- Lowest cost per page vs. in-class inkjets¹
- Flexible print sizes and papers, up to 13 X 19 inches
- Fast printing up to 33 ppm black/32 ppm color²
- Reduced energy consumption

Business benefits:

- Print professional-looking, high-quality teaching materials in color
- Use job-appropriate paper size and stock
- Save owner's time with fast print speeds
- Cut energy costs with lower consumption



Hannah's English School of Excellence is a private weekend institution that teaches English to students age five to 14 in Rizhao, China. Its curriculum is based on the Phonics International Program, a flexible program whose modular units are printed out as needed. Launched less than two years ago by Hannah and Paul Hogan, the school has grown from 20 to 130 students and continues to expand.

At first, Paul Hogan used his personal HP Deskjet Printer, but at seven years old the device was now slow by current standards and could print only letter-size. Next he started using the HP LaserJet Printer. However, that device is for printing black and white, and the phonics program relies heavily on color. Then he tried the HP Officejet 7000 Wide Format Printer. The printer delivers fast, reliable, high-quality color printing in the flexible formats the school needs—while providing cost

Customer solution at a glance

Primary applications

Phonics International teaching material

Primary hardware

- HP Officejet 7000 Wide Format Printer

Primary supplies

- HP Officejet Inks

and energy-saving advantages over competing laser printing.

"This printer is ideal for our situation—HP reliability with fast speeds, versatile printing and energy savings," Hogan says.

Versatility meets variety of print needs

The HP Officejet 7000 Wide Format Printer is an affordable, network-ready, high-performance printer that delivers the lowest cost per page vs. in-class inkjet,¹ with professional color documents, borderless printing and photo-quality prints. The printer accepts versatile paper types and sizes, including plain, brochure and photo papers from 3.5 x 5 inches to 13 x 19 inches. That's ideal for Hogan. The phonics program he uses is Internet-based, consisting of modular units he downloads, prints and assembles into individual student folders. He prints student activity sheets on letter-size paper, flash cards, and 13 x 19-inch posters. Fast print speeds up to 33 pages per minute black and 32 ppm color² for letter-size save him time.

The printer's high-quality color yields a key instructional advantage. The phonics program's 12 units are color-coded and use color to highlight sounds

and letters. The printer's image quality is so good, Hogan says, that the economical draft mode usually is sufficient. The HP Officejet 7000 Wide Format Printer prints color documents for up to 40 percent less cost per page and energy use than lasers.³ Ink cartridges are individually replaced, reducing waste. "Saving energy means saving money," Hogan says. "The more you use the printer, the more important that becomes."

"My first-ever printer was an HP, and it's so reliable I still use it after seven years. Now the new HP Officejet 7000 Wide Format Printer brings HP reliability and economy with fast speeds and flexible-format printing."

Paul Hogan, co-owner, Hannah's English School of Excellence

Hogan and his wife are working to expand their school by teaching phonics in state-run Chinese schools. To promote this, they print sample teaching materials in professional quality. "The HP Officejet 7000 Wide Format Printer has everything we need," he says. "It prints fast, in a variety of sizes and types, with economical as well as professional-quality modes, and stunning photo-quality prints."

To learn more, visit www.hp.com

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¹Compared to B-size inkjet printers and AIOs <\$299 from major vendors as of Q408. Excludes HP Officejet Pro products. Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details see www.hp.com/go/learnaboutsupplies.

²After first page. For details, see www.hp.com/go/inkjetprinter.

³Letter/A4 cost per page comparisons based on majority of color laser printers <\$300, June 2008; for details, www.hp.com/go/officejet. OJ ISO yield with highest-capacity cartridges based on continuous printing; see www.hp.com/go/learnaboutsupplies. Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA2-6636ENW, June 2009

