

LIFETIME PRODUCTS, INC.

Original HP cartridges solve service issues, reduce print costs by 13%



www.lifetime.com

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—John Bowden, chief information officer, Lifetime Products, Inc., Clearfield, Utah

HP CUSTOMER CASE STUDY:

Remanufactured toner cartridges cause problems, increase costs; HP cartridges come to the rescue

INDUSTRY:

Manufacturing

OBJECTIVE:

Deliver low-cost, reliable printing

APPROACH:

Lifetime Products, which had essentially standardized on HP printers, moved from remanufactured print cartridges to Original HP cartridges for its HP printers

IT IMPROVEMENTS:

- Elimination of toner "caking" inside printers
- Fewer service calls
- Increased printer uptime.

BUSINESS BENEFITS:

- Total print costs reduced by 13%
- Greater throughput per cartridge
- Lower repair/maintenance expense



Lifetime Products has been a satisfied HP customer since 1992. In fact, it has standardized its entire IT environment around HP hardware. The company's more than 3,500 employees worldwide rely on HP multifunction printers on a day-to-day basis.

But recently, the company began experiencing problems with its HP printers. They required more service calls and had higher repair costs. The culprit: remanufactured toner cartridges. The issues started out small but quickly escalated.



CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

Business printing

HP SUPPLIES

- Original HP cartridges

"We noticed toner from the remanufactured cartridges was getting caked on the inside of our devices. Pretty soon that had a domino effect. It was resulting in fewer prints per cartridge, shortening the life of our devices, and costing us a lot of money in repair expenses," says John Bowden, chief information officer, Bowden.

The company switched to Original HP cartridges and saw immediate improvement. Printers needed less service. They were more reliable. And Lifetime Products lowered its total cost of printing by an amazing 13%.

DISCOVERING THE DIFFERENCE

Founded 25 years ago, Lifetime Products has grown into one of the leading manufacturers of plastic and metal products, producing everything from outdoor furniture to residential basketball hoops.

Lifetime Products contracts with a value-added reseller (VAR) to provide service and support for its entire fleet of HP printing and imaging devices, including preventive maintenance and management of the supplies inventory. So when the problems surfaced, Bowden's first step was to take his concerns straight to the reseller representative.

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"We'd never had so many issues with our HP printers before, and had no idea remanufactured cartridges might be the problem," Bowden says.

An HP representative was engaged to help troubleshoot the problem. He commented that switching to Original HP supplies could be the solution that Lifetime Products was looking for.

"I got a better understanding of the remanufacturing process through that meeting with HP," Bowden explains. "Since remanufactured cartridges aren't typically sealed as well as HP cartridges, they are more likely to leak and cause printer damage."

Like most companies, Lifetime Products was concerned about its bottom line. "We made it clear that we didn't want to see our total costs go up, but we were willing to see if Original HP supplies would solve the problem," Bowden recalls.

WINNING RESULTS

Since Lifetime Products made the switch to Original HP cartridges, the company has experienced fewer reactive repairs, a reduced need for preventive maintenance, and a greater print yield per cartridge. Print quality has improved. Employees no longer have to deal with streaks and smudges on their documents.

Before making the move to Original HP cartridges, employees actually requested that the IT department provide a cleaning service for the toner-caked printers. Now the IT department spends less time troubleshooting printer problems and receives fewer complaints from employees.

"We saw a dramatic change right away. I'm convinced our problems had to do with using remanufactured cartridges," Bowden says. "We report significantly fewer problems with our printers now."

The company was also pleased to find out that the switch to Original HP supplies didn't raise its printing costs. In fact, Lifetime saw the overall total cost go down—something that both Lifetime Products and its reseller feel good about.

According to Bowden, Lifetime Products cut its total cost of printing by 13%. "We report significantly fewer problems with our printers now. We couldn't be happier about switching to HP cartridges."



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