



ARTICLE

# Reinforce your culture of quality with high-performance printing



## What is a culture of quality?

It is a commitment to various cultural elements such as leadership, a compelling vision, companywide shared values, pervasive behaviors, and complementary performance metrics and incentives.<sup>1</sup>

**Quality in large organizations is more than just a competitive differentiator. It creates an entry barrier for competitors, aids in risk management, drives innovation, and impacts a company's effectiveness and profitability.**

These broad and far-reaching benefits have placed quality improvement high on corporate agendas, especially since poor quality reaps in staggering opportunity costs. About 530,000 days of managers' time are potentially wasted each year for a typical Fortune 500 company, equivalent to some \$250 million in wages annually - all due to poor quality decisions.<sup>2</sup> As a quality-focused organization, HP's journey has shown that merely having programs in place is not enough - companies need to build a culture of quality by infusing it into every aspect of the work experience, from daily processes and workflow to the choice of office equipment.

### High-quality prints for high-quality workflows

Office printers, being a key part of the everyday workflow, are an important factor in pursuing a culture of quality. When printing is reliable, employees

no longer get distracted or delayed in their workflow, giving them more time and energy to focus on delivering the best work they can. And when the printouts are impeccable, it adds to the office's collective sense of quality.

To ensure consistent high-quality printouts, HP recommends focusing on these three key elements:



**The procurement of high-performance printers capable of producing vivid colors and sharp, well-defined text**



**Keeping up with regular maintenance to keep the printers operating at peak performance**



**Using only original toner and ink cartridges, and avoiding remanufactured or imitation cartridges**

When a company opts for remanufactured or imitation cartridges, it impacts both printing performance and employee productivity – multiple studies have shown that imitation cartridges hamper printing performance<sup>3</sup>, damage printers<sup>4</sup>, and have a high failure rate<sup>5,6</sup>. Additionally, a meta-analysis by World Economic Forum showed a strong correlation between employee satisfaction and productivity<sup>7</sup>, which means these printing issues will not only frustrate your employees, but ultimately impact your bottom line as well.





# 9 in 10

agreed that print quality is a direct indication of the quality of service<sup>8</sup>

## The impact of print quality on brand reputation

Beyond supporting an organization's pursuit of quality, print quality also impacts consumers' brand perception – nine out of 10 respondents in a FedEx survey agreed that print quality is a direct indication of the quality of service that a business can provide.<sup>8</sup> This suggests that higher-quality prints will positively impact a company's bottom line and reputation.

Whether it's a piece of consumer-facing marketing material, internal training materials or a proposal document for a client, HP firmly believes that every little impression counts. That's why HP dedicates hundreds of hours of testing and years of engineering and science into each printer cartridge<sup>5</sup> to deliver quality that is superior to remanufactured and imitation ink and toner cartridges<sup>6</sup>, enabling organizations to present at their best.

Original HP Cartridges are also designed to work the first time, every time<sup>5, 6</sup>, delivering precision output page after page<sup>5, 6</sup> to help companies produce exceptional customer-ready material that enhances brand perception.

Learn how HP designs every toner cartridge for quality output.

Learn more

#### REFERENCES:

- <sup>1</sup> Quality Magazine, [Culture of Quality](#), August 2020
- <sup>2</sup> Excerpted from "[Three keys to faster, better decisions](#)", May 2019, McKinsey & Company, [www.mckinsey.com](http://www.mckinsey.com). Copyright (c) 2020 McKinsey & Company. All rights reserved. Reprinted by permission.
- <sup>3</sup> Actionable Intelligence, [Save A Few Bucks On Cheap Supplies, Pay Big](#), 2019
- <sup>4</sup> HP, [HP Technician Study, North America 2019: Market Strategies International](#), January 2019
- <sup>5</sup> Nov 2018 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with seven brands of non-HP cartridges for HP LaserJet Pro 400 M401 and Pro P1102 printers, HP 80A and 88A cartridges. The HP 80A toner cartridges tested are available in Singapore. See [www.spencerlab.com/reports/HPReliability-APJ-2018NB.pdf](http://www.spencerlab.com/reports/HPReliability-APJ-2018NB.pdf).
- <sup>6</sup> Based on a SpencerLab 2018 study commissioned by HP for the on-average performance of 12 brands of remanufactured cartridges, refilled cartridges from leading refill service providers, and refill kits compared to Original HP ink cartridges (564XL Black, 564XL Cyan, 564XL Magenta, 564XL Yellow, 950XL Black, 951XL Cyan, 951XL Magenta, 951XL Yellow, 970XL Black, 971XL Cyan, 971XL Magenta, 971XL Yellow) sold in North America. The HP ink cartridges tested are sold in Singapore. See <http://www.spencerlab.com/reports/HPInkReliability-NA-2018.pdf>.
- <sup>7</sup> World Economic Forum, [It's official: happy employees mean healthy firms](#), July 2019
- <sup>8</sup> FedEx, [FedEx Office Survey Reveals Enduring Preference for Printed Materials in Today's Increasingly Digital Environment](#), April 2018