



Kasanova switches back to Original HP Cartridges after reputation damage

Reman cartridges led to low quality marketing collaterals and in-store air pollution for leading homewares retailer

KASANOVA®



At such scale, even a small per-unit cost saving will heavily benefit the bottom line – and this desire drove Kasanova to adopt reman cartridges.

When the cost of reman cartridges is your brand

Kasanova, a leading name in household goods and cookware, manages a network of over 500 franchised stores around Italy. As part of their franchising agreement, Kasanova provides each store with on-site printers to produce both legal documents and promotional materials, printing a combined total of 600,000 pages each year.

At such scale, even a small per-unit cost saving will heavily benefit the bottom line – and this desire drove Kasanova to adopt reman cartridges. Unfortunately, the reman cartridges quickly led to a series of issues that negatively impacted the company's branding.

Kasanova's reman cartridge woes



Low quality prints

for customer-facing marketing material



Delayed prints

for key promotional material due to printer issues



Toner dust emissions

affecting in-store air quality and customer experience





“

The remanufactured cartridge color quality was poor, which is not good when you are creating advertising materials that the customer will see.”



Luca Levati
Infrastructure Manager at Kasanova

Cutting the reman cartridge experiment short

With franchisees began unilaterally reporting issues after issues, Kasanova quickly realized that they had to return to Original HP Cartridges. Upon switching back, the issues ceased immediately, and Kasanova's IT support team no longer had to deal with the endless deluge of mundane printer issues.

With their printing and brand woes resolved by Original HP Cartridges, Kasanova and its franchisees can now reap the best benefits from their printing technology.

Original HP Cartridges benefitted both Kasanova and its franchisees:

Kasanova



IT and support teams were **freed from dealing with everyday printer issues**



Consistent page yields per cartridge allowed Kasanova to accurately forecast needs and their consumables budget



Access to **additional support services** from HP Partners

Franchisees



No more frustration of dealing with frequent printer failures



Improved in-store air quality for better customer and staff experiences



Better print quality standards for customer-facing

Get issue-free high quality prints that help maintain indoor air quality with Original HP Supplies.

[Learn more](#)

