



# Kasanova are at home with authentic toner

Homeware chain praises reliability of Original HP Supplies, vowing never to use remanufactured cartridges



Kasanova.s.p.a

Following HP's win-back deal with Kasanova, the retailer is benefiting from an enhanced print experience. Its prints are of the highest resolution, page yield output per cartridge is consistent and do not trigger leakages or the accumulation of dust emissions. This is in stark contrast to the weak ink, low print volumes and printer-related damage Kasanova found when using remanufactured cartridges.



8k toner cartridges



1.7k employees



500 stores



500 HP printers



50 years of trading



33 avg. workforce age

## Matching resources with workflow

Correct print consumables needed to support Kasanova's business services



Kasanova's franchise business model agreement stipulates printing services for its clients



Colour cartridge printing essential for producing invoices and orders



Reliable toner means stable hardware and cross-department transfers of print jobs



A coordinated toner and print keeps the business competitive to produce new materials

## A false economy

Kasanova's purchase of cheaper remanufactured cartridges proved costly



Output of colour print was weak, creating advertising materials that were of a poor standard



Dust emissions spread from cartridges into shops, posing a health risk to employees and customers



Faulty cartridges were delivered, causing reorders and higher costs



Varying page yield outputs from the same type of cartridge

"Another problem was the increasing number of printer-related calls we were receiving once we started using remanufactured cartridges. It was a critical situation. We tried to save money by changing to cheaper cartridges, but it didn't work."

- Luca Levati, infrastructure manager, Kasanova

## Returning to what works

Kasanova switches back to Original HP Supplies



Delivered with HP and its Platinum Partner, Project Informatica



Colour resolution of HP toner meets requirements of Kasanova's marketing department



Pre-set replacement of consumables that fall below printable levels



Remote monitoring and accessible maintenance print support package

10k

Number of mono and colour cartridges by the end of 2018

20%

Minimum difference in output between HP and non-HP cartridges

50k

Monthly print page volume

Learn more at [hp.com/go/businessprintersproject.it](http://hp.com/go/businessprintersproject.it)  
HP Ink Reliability Report 2018  
HP EMEA Refill Study

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Share with colleagues

"After a couple of months, our franchisees were getting white sheets, the red was too pink, the blue was too pale. Now that we have returned to Original HP Supplies, our franchisees are happy."

- Luca Levati, infrastructure manager, Kasanova