



Hino Motors Sales (Thailand) Limited

INTRODUCTION

Hino Motors Sales (Thailand) Limited, a subsidiary of Japan's Hino Motors, Ltd., was established in 1962 as the first overseas sales distributor for Hino trucks, buses and diesel engines for the automotive industry throughout Thailand. With over 50 years of experience, the company also provides periodical maintenance, parts replacement, warranty and contracts as well as after-sales services.

PROBLEM

Hino Motors Sales (Thailand) Limited used to own laser printers which often displayed inflexible printing capabilities in terms of sizes, quantities as well as functionalities. Being the exclusive distributor for Hino's vehicles in the country, heavy printing is often required across the different departments in terms of generating reports and forms. Having to deal with approximately 10,000 print-outs a month, the company needed to search for a printing alternative which would provide printing cost efficiencies in order to thrive in the dynamic automotive business environment.

When Praepilai joined Hino Motors Sales (Thailand) Limited about 20 years ago, the printing challenges she was met with from the different business aspects had prompted her to explore other printing alternatives.

SOLUTION

During her search, she had contemplated all-in-one printers. However, she finally chose the smart and reliable P8000 Enclosed Cabinet line printer for its capability of supporting the various character sets, styles and fonts as well as the paper types the needed. Currently, Hino Motors Sales (Thailand) Limited owns 6 units of P8C15 Enclosed Cabinet line matrix printers. Operating on AS400 and Windows, the printers are connected by TCP/IP port with a host system involving I series and Windows.

Located across the different departments within Hino Motors Sales (Thailand) Limited, the printers are currently used to generate all forms and reports required by their accounts, administration, human resource departments as well as sales and servicing teams.



RESULTS

P8C15 has not only delivered less time consumption in the printing cycle, but it has also been able to provide speed efficiencies in high volume printing. In comparison to laser printers, Hino Motors Sales (Thailand) Limited has been able to save 30% on costs of maintenance and ribbon. You'll never regret buying a Printronix printer, after all, quality comes with cost-savings.

About Printronix

Founded in 1974, Printronix is a leader in mission-critical printing solutions, offering the most reliable range of industrial printers, supplies and associated spare parts in the industry. The company provides the two most trusted brands in industrial and supply-chain printing, Printronix and TallyGenicom, known by manufacturing, distribution and retail enterprises across the globe. The combined brand portfolio comprises high-quality line matrix printers delivering verifiable printing outputs and world-class use and ruggedness.

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