

The Spa at Nicholas Michaels reduces its number of printers, cuts costs and improves the look of its brochures with Lexmark's C500n.

## The Spa at Nicholas Michaels gets a colorful makeover with Lexmark C500n

### The Organization

The Spa at Nicholas Michaels is a full-service salon and day spa that offers its discerning customers an array of unique treatments and products, including some of today's newest skin care technologies. The elegantly placed 18th century brick and wooden structure and dedicated staff create a calming and soothing experience to help clients escape from daily stresses and rejuvenate their minds and bodies.

### The Challenge

Running a popular and upscale salon and day spa is no easy task. Scheduling appointments, ordering supplies, coordinating staff, contracting with suppliers, and keeping computer equipment running can be overwhelming. For Marianne Lapomardo at The Spa at Nicholas Michaels, it's just her average day.

Until recently, printing marketing materials such as brochures, product labels and customer letters had become expensive. At first, the Spa sent these documents to a commercial printer to be produced. By the time the final ones were received at the Spa, products, services and pricing often had changed, making the brochures obsolete.

Lapomardo purchased two color laser printers made by another manufacturer at a local office superstore to handle the Spa's color print jobs. Within just a few days, one printer failed to operate while the other one jammed frequently, wasting precious time and plenty of special paper that had been purchased for the brochures. When those two color laser printers did work, the results were dull and toner was often smudged. The Spa's vibrant red and black logo looked washed out and unprofessional.

Several calls to the printer manufacturer's technical support department didn't resolve the Spa's issues. "If a company doesn't

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—Marianne Lapomardo  
Office Manager  
The Spa at Nicholas Michaels  
Northborough, Mass.  
[www.nmspa.com](http://www.nmspa.com)

have the service to back up its products, then it's just not worth our while to even try to use their products," said Lapomardo.

Lapomardo knew there had to be a faster, easier and more cost-effective solution for printing her color marketing materials in-house – and one that would project the upscale image its clientele had come to expect from The Spa at Nicholas Michaels.



## The Solution

The Spa at Nicholas Michaels decided to evaluate the new Lexmark C500n color laser printer, which prints color documents at up to eight pages per minute (ppm) and monochrome documents at up to 31 ppm. Networked to three PCs in the Spa's administrative office, the C500n has been printing hundreds of colorful brochures since it was installed.

The print quality difference was noticeable when the first brochure came out of the printer. "I was immediately amazed at how fast it prints our brochures," said Lapomardo. "The output is pristine. The red in our logo is incredibly bright and distinct. We printed about 300 brochures, double-sided with inserts in less than one hour – and without a single jam." At an off-site facility, the Spa would spend about 40 cents for each color brochure, she said.

Comparing the brochures printed on the previous color laser printer to those printed on the Lexmark C500n was eye-opening for the staff.

"We actually stopped and compared the output to the colors in our logo on our letterhead," said Lapomardo. "They matched perfectly. We couldn't believe how muddy the logo looked on documents printed with the other color laser printer."

The C500n also features technology which allows the Spa to print mock-up versions of its brochures using significantly less toner than is needed for the final ones. Another money-saving feature is the separate color toner cartridges that can be replaced individually as needed.

"Since our logo is all red and black, we'll use a lot more of the toner needed to print those colors," she said. "With the C500n, we won't waste toner and that will save us a lot of money."

The C500n fits nicely in Spa's small office space. "It's so quiet that I almost thought it wasn't working," she said.

## The Results

Lapomardo, the Spa owners and staff aren't sure how they lived without the C500n for so long.

"We've been looking for the perfect printer and we just may have found it," said Lapomardo. "The C500n is like having a really efficient office assistant and good ones like that are really hard to find. When you do, you keep them."

Lexmark C500n

