

BFMJ uses the Lexmark C534n to improve the impact and appearance of its business proposals.

## Engineering firm adds vibrant color to presentations with the Lexmark C534n

### The Organization

BFMJ Inc. is a structural engineering firm specializing in design consulting and project management. The firm's projects, located throughout the United States, include large-scale commercial office and university academic buildings, structural renovations to a wide variety of historic structures, and building failure analysis.

### The Challenge

Prospecting for new business and proposals on state projects is a critical part of daily operations at BFMJ. Descriptions of previous projects, calculations, charts, graphs, and photographs are packaged together to showcase the firm's quality workmanship.

As BFMJ has grown, its existing color printer could no longer provide the quality and speed the firm demanded. Photographs and charts lacked brilliant color, detracting from the impact of client proposals and engineering reports. Even the firm's logo had a dull, lackluster appearance. Print speed, important when assembling a dozen sets of 100-page proposals containing many photographs and graphics, was simply too slow.

"The appearance of our proposals is critical in making a positive impression when we present to government agencies, universities and developers," said Sue Foster, BFMJ's Marketing Director. "And it's common for our inspection reports of homes, parking garages and other commercial structures to include 100 or more detailed photos. High quality is essential."

For Foster, the time had come to upgrade BFMJ's output devices and find an affordable color laser printer capable of delivering vibrant color and ample speed, combined with ease of use and uncomplicated maintenance.

**"We started using the printer right out of the box. We didn't change any settings and were immediately impressed with the high print quality and accurate color balance for photos."**



—Sue Foster  
Marketing Director  
BFMJ Inc.  
Lexington, Ky.  
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### The Solution

BFMJ chose to evaluate the Lexmark C534n color laser printer to accelerate the process of creating complex engineering reports and simultaneously maximize the quality of the photos and charts they contain. Ideal for small businesses, corporate workgroups and branch



*Sue Foster of BFMJ Inc. uses the Lexmark C534 to improve the look and impact of the firm's proposals.*

offices, the C534n delivers photorealistic output at up to 22 color and 24 monochrome pages per minute.

Leveraging the latest advances in microscopic spherical toner technology, the C534n produces dazzling, crisp professional-quality color images with 4,800 Color Quality and available 1,200 x 1,200 dot-per-inch resolution.

Foster, who has limited expertise with technology, set up the C534n on BFMJ's network, installed the cyan, magenta, yellow and black toner cartridges, loaded paper and had the unit printing documents in just minutes.

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Featuring a full graphical LCD operator panel, the Lexmark C534n displays images that guide users through routine maintenance, such as replacing toner cartridges, loading paper or clearing a rare paper misfeed. The same display provides IT administrators with detailed status and usage information.

Though printing in full color costs only pennies per page, the C534n can achieve greater economy through a monochrome-only setting that

restricts individual users or departments from printing in color. In addition, the paper feed mechanism of the C534n is optimized for recycled paper, a popular choice for printing drafts.

For BFMJ, a small company without an in-house IT department, ease of use is essential. Routine maintenance is exactly that, with the C534n's toner cartridges as well as paper that load from the front. Toner cartridges are replaced as each runs out, another key to its economical operation.

### The Results

With nearly 15,000 pages printed in just a few months, Foster is impressed with the Lexmark C534n. "Colors are excellent, it keeps up with our demand and it just keeps going," said Foster. "The photos and charts in our reports, and even our logo, have never looked so bright and vivid."

Foster discovered yet another way to leverage the power of the Lexmark C534n. With its ability to handle a wide variety of media, BFMJ is using the C534n to print file-folder labels. Now BFMJ is able to finally retire its last surviving typewriter.

Just like the work BFMJ provides for its clients, the Lexmark C534n is solid as a rock.

Lexmark C534n

