

# Monterey Bay Aquarium Research Institute dives for scientific research



## Monterey Bay Aquarium Research Institute

“The major selling point to us of the HP Color MFP with Edgeline Technology is that it’s designed with the environment in mind. MBARI is all about using technology to understand and protect the environment. HP helps us do that while also delivering outstanding reliability and low cost.”  
—Erin Lamb, Purchasing & Accounting Specialist, MBARI

**HP customer case study:** Monterey Bay Aquarium Research Institute deploys HP CM8060 Color MFP with Edgeline Technology for business and environmental benefits

**Industry:** Oceanographic research

### Objective:

Replace breakdown-prone copier with reliable, cost-saving device of environmentally conscious design

### Approach:

Deploy HP CM8060 Color MFP with Edgeline Technology

### IT improvements:

- Reduce copier downtime, maintenance calls
- Improve workflows with scan-to-e-mail
- Provide ease of use for office staff

### Business benefits:

- Support organization’s environmental mission
- Decrease cost per page approximately 50 percent
- Reduce energy consumption and consumables usage
- Reduce paper consumption



© 1998 MBARI Credit: Kevin Raskoff

The Monterey Bay Aquarium Research Institute, founded in 1987 by HP co-founder David Packard, is a private, not-for-profit oceanographic research center that uses the most sophisticated technologies available today to learn about the earth’s deep seas. When a copier at the institute’s Moss Landing, Calif., headquarters kept breaking down, MBARI decided to replace it with a more reliable, environmentally responsible alternative: the HP CM8060 Color MFP with Edgeline Technology.

“There are enormous cost/benefit advantages. I look at my clients’ workflow. I need to understand the documents they’re printing. In many cases, I can save them a lot of money with the HP CM8060 Color MFP with Edgeline Technology.”

– Rod Manning, Executive Vice President, NEWCAL Industries



“MBARI focuses on the marine environment, but we can’t limit our vision just to the ocean,” says Erin Lamb, MBARI’s Purchasing & Accounting Specialist. “We look to work with companies that are committed to being environmentally conscious—to recycling, reducing waste and cutting energy consumption. HP’s CM8060 Color MFP with Edgeline Technology delivers: great performance, cost savings and environmental responsibility.”

MBARI learned about the HP CM8060 Color MFP with Edgeline Technology from Bill Kovach, Monterey Branch Manager, NEWCAL Industries, a San Francisco Bay Area business services company and HP partner that has supported MBARI for more than five years. NEWCAL had been called into MBARI for multiple service calls on another manufacturer’s copier, which broke down regularly. Kovach, knowing the machine would continue to need frequent servicing, and understanding MBARI’s ethic of environmental responsibility, told Lamb about the HP Edgeline Technology. She told MBARI’s CFO, Mike Pinto, who seized the opportunity.

---

*“In addition to the environmental benefits, we’re paying about half the price for color that we used to. What’s more, the HP CM8060 Color MFP has that beautiful touch-screen menu that makes it easy to use.”*

Erin Lamb, Purchasing & Accounting Specialist, Monterey Bay Aquarium Research Institute, Moss Landing, Calif.

---

MBARI selected the HP CM8060 Color MFP with Edgeline Technology, the optional 4,000-sheet input

tray, four-bin job separator and HP Web Jetadmin peripheral management software.

---

*“Generally, people are glad that the HP isn’t breaking down, as we had so much trouble with the old machine. Our administrators are excited about scan-to-e-mail, as it means using less paper and faster data transfer. Overall, the HP CM8060 with Edgeline Technology is simple and user-friendly.”*

Erin Lamb, Purchasing & Accounting Specialist, Monterey Bay Aquarium Research Institute, Moss Landing, Calif.

---

“With regards to the environment, even the crate the CM8060 Color MFP came in was recyclable,” Lamb says. “What’s more, the machine isn’t breaking down and we pay half of what we used to pay for color.”

#### **CM8060 Color MFPs with Edgeline Technology and the environment**

HP pioneered the CM8060 Color MFP with Edgeline Technology to combine environmentally conscious design with reliable high-volume printing of outstanding quality at low operational cost. The CM8060 Color MFP with Edgeline Technology has multifunctional copy, scan, fax and print capabilities that reduce the need for multiple machines and save energy for customers. Duplex printing reduces paper usage. Using the default setting to duplex mode, paper savings are even greater. The HP CM8060 Color MFP with Edgeline Technology ink cartridges are recyclable and the machine comes packed in a recyclable wooden crate. Plugged in, the HP CM8060 Color MFP with Edgeline Technology is

ENERGY STAR® certified and scan-to-email capabilities mean less paper is used.

“This is a 15 amp vs. a 20 amp dedicated machine in any comparable device,” Rod Manning, Executive Vice President, NEWCAL Industries, says. “And there’s no fuser heat in this machine.”

---

*“We look to work with companies that are committed to being environmentally conscious—to recycling, reducing waste and cutting energy consumption. HP’s CM8060 Color MFP with Edgeline Technology delivers: great performance, cost savings and environmental responsibility.”*

Erin Lamb, Purchasing & Accounting Specialist, Monterey Bay Aquarium Research Institute, Moss Landing, Calif.

---

**Better for the environment, better for business**

Satisfied that they made a good choice for the environment, MBARI also is reaping business advantages from its HP CM8060 Color MFP with Edgeline Technology. Output quality is outstanding. Using an array of printheads stretched across the

page, the printer moves the paper, not the printhead. This produces more accurate ink-drop placement for crisp output using vibrant HP Vivera inks.

NEWCAL’s Manning estimates that MBARI’s total cost of ownership has dropped 15 to 20 percent with the HP CM8060 Color MFP with Edgeline Technology: The cost of color copies is down from 12 cents to 6 cents or even 4 cents; MBARI contracts for 10,000 black-and-white and 4,000 color copies a month. “There are enormous cost/benefit advantages,” Manning says. “I look at my clients’ workflow. I need to understand the documents they’re printing. In many cases, I can save them a lot of money with the HP CM8060 Color MFP with Edgeline Technology.”

MBARI’s CM8060 device sits in the organization’s highest-traffic reproduction room, where roughly 50 out of 250 employees use the machine to produce grant proposals, reports for the board, and general office documents.

“Generally, people are glad that the HP isn’t breaking down, as we had so much trouble with the old machine,” Lamb says. “Our administrators are excited



© 1997 MBARI | Credit: George Matsumoto

## Customer solution at a glance

### Primary applications

Office printing, copying, scanning and faxing

### Primary hardware

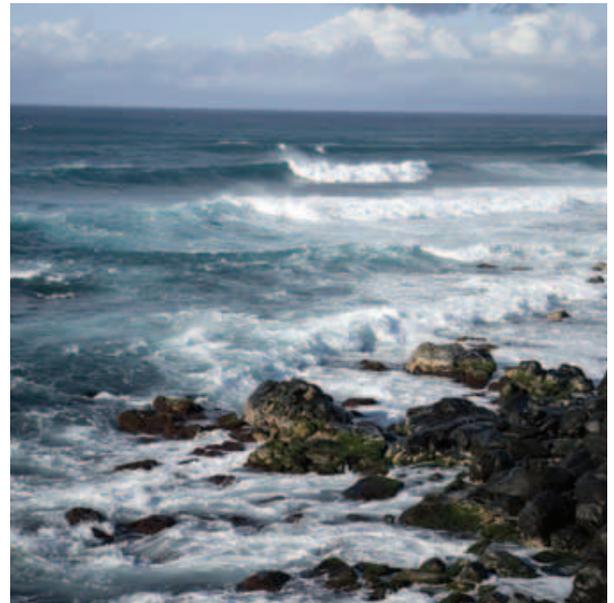
- HP CM8060 Color MFP with Edgeline Technology

### Primary software

- HP Web Jetadmin

about scan-to-e-mail, as it means using less paper and faster data transfer. Overall, the HP CM8060 with Edgeline Technology is simple and user-friendly. It has a beautiful touch screen menu that makes navigating to all the different options very easy.”

Lamb looks forward to replacing MBARI’s remaining copiers when they come off lease with HP CM8060 Color MFP with Edgeline Technology. The organization also uses HP LaserJet Printers, HP desktop computers and HP laptop computers. David Packard no doubt would have been proud to see two organizations he founded come together this way. “We share the same goals for the environment, and we put those goals into action,” Lamb says.



To learn more, visit [www.hp.com](http://www.hp.com)  
[www.newcal.com](http://www.newcal.com)

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

This customer’s results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA1-9691ENW, May 2008

