

## PROFILE

**Name:** Skagit Valley Food Co-op

**Location:** Mount Vernon, WA

**Founded:** 1973

## CHALLENGE

How to provide enterprise-level printing quality and convenience to a mid-sized nonprofit, enabling in-house printing of signage, menus, and more.

## SOLUTION

Epson's WorkForce Pro WF-8590 multifunction inkjet printer delivers crisp color, fast print speeds, and simple maintenance, all in a small footprint.

# Epson WorkForce Pro Brings Powerful Printing to a Growing Nonprofit

## Local food co-op enjoys enterprise-level printing quality and convenience

For retail and food-service businesses, something needs to be printed every day: ad signage, sales signs, color catalogs, menus, and more—not to mention regular office printing workloads like invoices, sales reports, employee memos, and schedules.

It's the same for Skagit Valley Food Co-op, a natural food store that includes a grocery store, deli, coffee shop, and neighboring eatery and bar. Founded in 1973, the community-owned nonprofit in Mount Vernon, Washington, offers high-quality fresh food and natural products at good prices while creating a center for the community.

As with other nonprofits, money is tight for the co-op. So when IT Manager George Rodgers-Clark saw that Epson was offering a WorkForce Pro WF-8590 multifunction printer (MFP) through a Spiceworks "Try & Tell" program,<sup>1</sup> he couldn't pass it up. His mission? To test it thoroughly over the course of a month, running a variety of routine and special printing workloads to determine the printer's quality, durability, and reliability.

### Intelligent design for a small footprint

The new WorkForce Pro WF-8590 was installed in the main office of the co-op, where it's used for a variety of jobs, from black-and-white reports to large, multi-color signs. "We put it in a place where it fills a need for people's efficiency, and we get a lot done with it there," Rodgers-Clark says.



*"It fits in a space that we didn't really imagine we'd have a printer."*

— GEORGE RODGERS-CLARK, IT MANAGER,  
SKAGIT VALLEY FOOD CO-OP

The printer came with two extra storage trays, so Rodgers-Clark didn't expect it to fit in the space he had available—a narrow slot between a bookshelf and credenza. But it did. "It's compact, and the bypass tray is on the back rather than the side, so it fits even better into a tight space," he says. "It fits in a space that we didn't really imagine we'd have a printer."

And if the need arises, the printer's wheels and small footprint mean Rodgers-Clark can easily move it. "We relocated the WorkForce Pro WF-8590 for a couple of days to replace another printer that needed service. And the workers at its former location were saying, 'What did you do with our printer? We need that.'"



***“Getting it on the network was super simple because the interface is intuitive...For overall performance, I give it a five out of five.”***

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### **Super-simple assembly**

Rodgers-Clark says setup and installation were “really very easy. The hardest part was getting it out of the box.” It took mere minutes to set up.

“I turned it on and it just rolled from there. Getting it on the network was super simple because the interface is intuitive. The touch screen got me right to the IP addresses, so that was easy to get in. Drivers, Windows—all work fine.”

### **Putting the printer to the test**

The small footprint, surprising portability, and simple setup are nice features, but the real test is for usability, quality, durability, and reliability. For Rodgers-Clark, the WorkForce Pro WF-8590 scored high marks there, too. “For overall performance, I give it a five out of five,” he says. “It’s better than other MFPs. The print quality is great, and it’s easy to use.”

During the “Try & Tell” period, Rodgers-Clark asked users for feedback and tested it himself on a variety of job types. The feedback and test results were positive all around, he says. “I was actually surprised how good the color quality was the first time I printed a picture. It compares very favorably to printers I’ve used in the past—including lasers.” That quality comes through no matter what materials are being printed, he says. For example, the A3 tabloid setting produces crisp pictures on 11-by-17 paper.

In addition, the printer is durable. This printer doesn’t require a lot of attention, he says. Documents come right out and users don’t experience jams—which Rodgers-Clark appreciates, since he has 50 computer and cash register users to support.

Last but not least, users have been impressed with the printer’s speed. “Printing speed is quick. It just cranks out the pages,” he says. “I’ve seen it print out many, double-sided pages really quickly. The only question I’ve gotten is, ‘Why can’t I fax on this thing?’ Well, it wasn’t hooked up to the fax line at the time.”

### **A new Epson fan**

His final opinion? “The Epson WorkForce Pro WF-8590 definitely exceeded my expectations and has made my job easier. The quality is better than other inkjet printers—equal to a laser printer. After this experience, I’m an Epson fan.”

Users are pleased with it, too. “They really like it. And anything that makes the users happier makes me happier. If you’re an IT manager looking for an MFP that gives you a lot of quality prints in a small footprint, I highly recommend it.”

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<sup>1</sup>Spiceworks Try & Tell research panel conducted on behalf of Epson, November 2017. In return for their participation, IT pros received an Epson WorkForce Pro WF-8590 multifunction printer.

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