

HP customer case study: Precision Printing expands its digital printing services with the UK's first HP Indigo 7000 Digital Press

Industry: Printing

HP Indigo 7000 Digital Press boosts performance and opens new business channels for Precision Printing



"Digital printing is the fastest growing service at Precision Printing, currently accounting for 15 to 20 percent of business. With our new HP Indigo 7000 Digital Press we aim to increase this to 45 percent within just three months," Gary Peeling, managing director, Precision Printing Co Ltd, UK

Precision Printing is a successful commercial printing business with over 40 years experience of delivering innovative and professional print services to an impressive portfolio of businesses. In 2007 it was awarded the UK Print Company of the Year at the Excellence Awards sponsored by the British Printing Industries Federation & Printing World magazine.

The company installed the HP Indigo 7000 Digital Press to expand its existing digital print business capacity and is now using the press to offer new products and services to an ever-increasing customer base. Precision has been using HP Indigo technology since 2005 adding the new digital press alongside its two HP Indigo press 5000s at its facilities in Barking, Essex.

Built for high-volume production for more than one million impressions per month, the HP Indigo 7000 Digital Press is the most technologically advanced sheet-fed digital solution. For static jobs or targeted variable data print (VDP) campaigns, the HP Indigo 7000 Digital Press delivers exceptional productivity with low operating costs, making it an ideal complementary technology for high-volume printers like Precision.



Precision's work ranges from business cards and stationery to direct mail and lucrative corporate brand work. Customers such as American Express, Hanson, Lambert Smith Hampton, Deutsche Bank and Mencap require exact colour reproduction to accurately replicate brand and corporate colours. The new HP Indigo 7000 Digital Press offers excellent image sharpness and the best colour gamut available on a digital press with the ability to match 97 percent of the PANTONE Colour range, with four, six and seven PANTONE® emulation including the new PANTONE-Goe®.

Preserving brand identity and business reputation

As business has grown in this demanding market, Precision has steadily expanded its capabilities to include advanced printing techniques such as personalisation, print-on-demand, e-procurement services and storage and inventory.

"Digital printing allows us to print short run, colour products and provide one-to-one marketing and customised web-to-print services rapidly and economically," explains Peeling. "The HP Indigo 7000 Digital Press prints at extraordinary speeds allowing us to put higher volumes through the press, significantly reducing the cost per page."

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 1 x HP Indigo 7000 Digital Press
- 2 x HP Indigo press 5000s
- HP SmartStream Production Pro Print Server

HP Services

- HP Indigo Services
- Advanced training for Precision operators

"For example, we can now cost-effectively produce personalisation and variable data print on longer run lengths up to and beyond 50,000, which would not have been possible without the new digital press. HP's new pre-press workflow management system, the HP SmartStream Production Pro Print Server, handles personalisation and print-on-demand with great ease. This enables us to process jobs at exceptionally fast speeds ensuring our customers get value for money," adds Peeling.

Adding value to its digital printing services is one of the ways the HP Indigo 7000 Digital Press is driving sales and increasing efficiency for Precision. Its new digital press will produce products faster, more cost-effectively and with less waste than the litho process and also offers the potential for VDP.

"Our most regular area of production is in multi-page brochures of between 1,000 and 1,500 copies. Combining the speed of the HP SmartStream Production Pro Server and the speed of the HP Indigo 7000 Digital Press we will be able to transfer more jobs such as these, from litho to digital production," says Peeling.

Less waste = More speed

Precision has worked hard to put in place positive and far-reaching initiatives to reduce its impact on the environment, a topic that its customers are becoming increasingly aware of when they are selecting print service providers (PSPs) to work with. Precision positions itself as an environmentally responsible PSP, using its digital capabilities as a selling point in minimising waste and print-on-demand.

"We have worked with some of our biggest clients to reduce their print waste by using digital services rather than litho. In 2006 we helped Atkins Group reduce its waste by moving the production of short runs, business cards and tailored marketing campaigns to our digital presses. This resulted in a



saving of 2,128kg of paper and board. Our new HP Indigo press will help us make further waste reductions as a business, but also for our clients, moving more projects to digital production with a make-ready waste of five or six sheets rather than 500 or 600 sheets," says Peeling.

Planning increased capacity

Precision is currently in the process of doubling its premises in Barking, expanding from 19,000sqft to 38,000sqft to accommodate expanding business needs, developing its litho print room, in-house finishing department and office space to provide a dedicated print management service for its clients.

"We are committed to delivering the best print services to our customers and in order to do so we will continue to invest in the best staff, facilities and technology available. The quality, versatility and productivity of our HP Indigo presses allows us to produce the finest work and the new HP Indigo 7000 Digital Press will help to differentiate us as an innovative, digital PSP," concludes Peeling.

To learn more, visit www.hp.com