

HP customer case study: Crisp print, great support and increased turnover are the HP Indigo success story for a top London label printer

Industry: Print Services

Baker Labels boosts turnover by ten per cent with HP Indigo print



“You cannot fault the level of service and support we get from HP Indigo and the quality of the HP Indigo engineers is excellent.”
Steve Baker, managing director, Baker Labels

Objective:

Specialist UK label printer, Baker Labels, wanted to grow its business by providing customers with quality print at the most advantageous price.

Approach:

- The company chose to install two HP Indigo digital presses due to the truer print from HP Indigo and the wide range of substrates that can be used with HP Indigo presses.
- HP Indigo service and support simplifies maintenance and increases machine uptime.

Business benefits:

- Going digital with HP Indigo has increased turnover by ten per cent, whereas a failure to install digital could have led to a drop in turnover.
- As margins are increasingly squeezed in the long print run sector, this has enabled the customer to compete in the more lucrative short-to-medium run market.
- Increased Indigo functionality has enabled Baker Labels to expand into new markets such as the security sector.



Since its establishment in 1973, Baker Labels has developed into one of the UK's foremost specialist printers, generating millions of labels a week from its London headquarters.

With an extensive customer portfolio stretching from cosmetics to chemicals and trade printing to security work, Baker Labels started as a foil blocking printer, moving on to traditional technologies such as Letterpress, Flexographics and Reel-to-Reel screen.

Meeting the challenge

With the profit margins for long print runs coming under increasing pressure, Baker Labels decided to concentrate on the small-to-medium run sector. The answer was to go digital and for this important transition, it chose HP Indigo technology.

Customer solution at a glance

Primary hardware

- HP Indigo press ws4050
- HP Indigo press 4500

Primary software

- Printer drivers

HP Services

- Installation and training services
- Ongoing support

"To specialise in the short-to-medium run market, I had been looking at digital printing for many years," says Baker Labels managing director, Steve Baker. "I considered HP Indigo and Xeikon and we felt that we would get truer print from Indigo. When you see Indigo output, it's like ink on paper and there is also a wide range of substrates that can be used with Indigo."

Baker Labels first installed an HP Indigo ws4050 press but as the digital work increased, this has been joined by an HP Indigo 4500.

Great service

A major deciding factor for Baker Labels was the high level of service and support that accompanies HP Indigo.

"You cannot fault the level of service we get from HP and the quality of the HP engineers," adds Baker.

"We pay a monthly fee and they respond very quickly if we have a problem. If a part needs replacing it is done without delay. Also, the initial installation and training were absolutely superb.

"The installation team were highly professional. They turned up and completed the installation without us having to be involved at all. We sent two operators on HP's Indigo two week training course which was held in Maastricht and the guys came back fully trained."

Increased turnover

Within the first six months of going digital, Baker Labels mainly transferred jobs from the conventional presses to HP Indigo but in the second six months, the Indigo throughput changed to pure digital work that would not have been won otherwise. Now, 30 per cent of total turnover is digital and this is expected to reach 50 per cent by the end of Bakers' next financial year.

"For the last financial year, our turnover on labels has shown a ten per cent increase overall and I know definitely that all that increase has come from digital work," adds Baker. "In addition, I know that we would have actually seen a decline in our turnover if we had not gone down the digital route. Digital print with HP Indigo is the future for us."



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