

HP customer case study: Bosch-Druck GmbH employs HP Indigo Services for essential support services and to aid major relocation

Industry: Printing

HP Indigo Services safeguards digital print production at Bosch-Druck



“After speaking to numerous people in the digital printing business about typical response times and the quality of service support, it appears that we are very fortunate to have the HP Indigo Service organisation in Germany. They are very special; we have had no problems at all.”
Werner Kipfstuhl, head of digital printing, Bosch-Druck GmbH

Objective:

Bosch-Druck needed a rapid-response support service for its expanding digital print operation and additional support during a planned relocation to new premises.

Approach:

- Renewed its established next-day service contract with HP Indigo Services.
- Requested that HP Indigo Services train its print operatives.
- Engaged with HP Indigo Services to manage a planned relocation to new premises.

Business benefits:

- The next-day service minimises any print production downtime especially during peak seasons thereby maximising business revenue.
- HP Indigo Services training lowers downtime further by making the workforce more productive.
- A fast, efficient, high-quality digital printing capability.
- HP Indigo Services ensured that Bosch-Druck lost no production and hence no revenue during its relocation project.
- The move will allow Bosch-Druck to further increase capacity and satisfy the rising demand for digital printing.



Bosch-Druck is a major German full-service provider of print communication solutions to the wholesale industry, specialist publishers and international agency networks. Based in Ergolding, 60 kilometres north-east of Munich, the company's services include pre-media, digital and sheet-fed printing, finishing, direct mail, IT-web and logistics. Bosch-Druck serves a diverse range of clients within the automotive, electronics, IT and general industrial sectors. Organisations such as Audi, BMW General Motors and Volkswagen currently account for 70 per cent of its digital output.

Dedicated team

Bosch-Druck entered the world of high-performance digital printing at the turn of the century and currently

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- HP Indigo 3050 digital press
- HP Indigo 5000 digital press
- HP Indigo w3200 digital press
- HP Indigo w3250 digital press

HP Services

- HP Indigo Services

operates six high-performance HP Indigo digital presses – two web-fed (HP Indigo w3200/w3250) and four sheet-fed (HP Indigo 3050/5000) presses. The company usually operates around the clock, five days-per-week but works longer hours during peak seasons.

“We’ve been associated with HP Indigo for over five years. Its presses are very cost-effective for short print runs, offer excellent colour management and produce the high-quality output that our clients demand. Unlike similar presses, they can print on specialised stock – a real bonus for some jobs. And this all comes with a dedicated HP Indigo Services team that provides support whenever needed,” says Werner Kipfstuhl, head of digital printing, Bosch-Druck GmbH.

Speedy response

If Bosch-Druck has a problem, it simply calls in an HP Indigo Services technician who addresses the issue within 24 hours. This responsiveness is essential to minimise downtime and maintain production schedules especially during the company’s peak PhotoBook season from October to December. HP Indigo Services will also shortly train print operatives to deal with difficulties. This will increase their

productivity, help resolve certain issues more quickly and lower downtime.

Preventing production loss

After entering the digital print market, Bosch-Druck witnessed a steadily increasing demand for services year-on-year. To satisfy this demand, it recently relocated digital operations to a new 1,700 square metre print facility. Since the move, it has seen digital production rise by 25 per cent within a year.

“We had to make the move during our PhotoBook peak season, a worrying thought at the time,” comments Kipfstuhl.

“But, HP Indigo Services did a really great job. In conjunction with our team, it planned the move meticulously. While some presses remained operational, we transferred others to the new building and made them ready to takeover the production function. It only took one week to move all our machines and we did not lose any production.

“We are very lucky to have the support of HP Indigo Services. Its technicians’ speed of response is very good and, when it came to the relocation project, we all worked together and everything ran smoothly,” concludes Kipfstuhl.

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