

HP customer case study: Infowerk AG employs HP Indigo Services to maintain digital print volumes during peak season

Industry: Printing

HP Indigo Services maintains digital output during peak demand



“Our contracted support with HP Indigo Services is vital to our business because we cannot afford unnecessary downtime. It works very well indeed, especially during the PhotoBook peak seasons when we produce up to 5,000 books per day.” Norbert Frenzel, area manager, digital print centre, Infowerk AG

Objective:

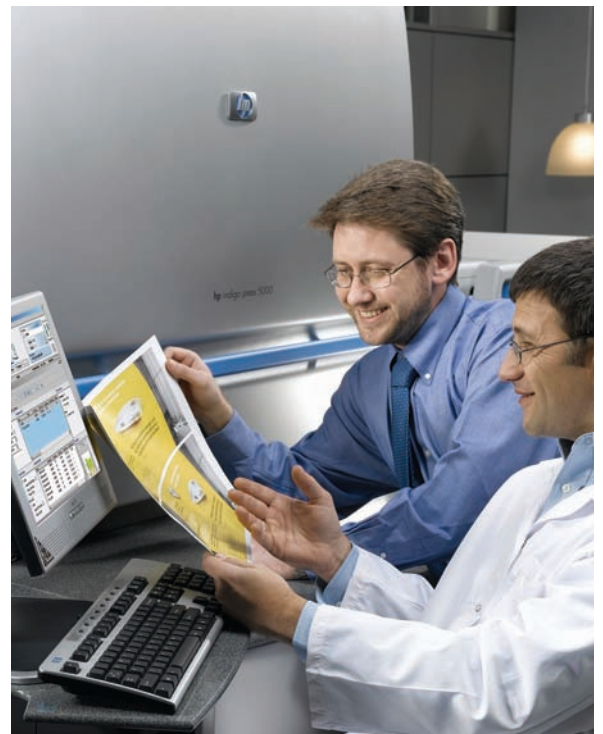
Infowerk, a leading European media systems house, needed a permanent service support for its digital print operations especially during peak seasons.

Approach:

- Infowerk wanted to continue its well-established relationship with HP Indigo Services by renewing its regular next-day service contract.
- Ensured that HP Indigo Services provides an enhanced service during peak seasons.
- Engaged with HP Indigo Services to manage a planned relocation to new premises.

Business benefits:

- Minimise any print production downtime especially during peak seasons and thereby maximise business revenues.
- HP Indigo Services training ensures the workforce is more productive.
- HP Indigo Services will minimise business disruption when Infowerk relocates to new premises.
- The move will allow Infowerk to double its capacity and satisfy the increasing demand for digital printing.
- Pre-Press application and IT/Print workflow consulting.
- A fast, efficient, high-quality digital printing workflow from pre-press application assessment and IT infrastructure digital front end capability right up until the finished product.
- Infowerk can test and, when appropriate, employ the latest digital technology.



Infowerk AG, a leading European media systems house, handles complete workflows from consultancy to finished print products. Based in Nuremberg, Germany, the company offers high-quality print solutions to a wide range of medium and large businesses including manufacturing and mail order companies, branded goods and business-to-business suppliers. It provides digital printing services to blue-chip customers such as Adidas, AEG, Lufthansa, Siemens, and car manufacturers Audi, BMW and Volkswagen.

PhotoBooks and vehicle manuals in high demand

Infowerk has a long established relationship with HP Indigo ever since it entered the digital print scene in 1997. It was the first European company to install an

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 3 x HP Indigo 5000 digital presses
- 1 x HP Indigo 5500 digital press
- 1 x HP Indigo w3250 digital press

HP Services

- HP Indigo Services

HP Indigo w3200, 7-colour web press for high-volume commercial printing, publishing and direct mail applications. Today, Infowerk employs five digital presses, three HP Indigo 5000 presses, an HP Indigo 5500 press and an HP Indigo w3250 digital press.

"We operate our digital presses around the clock, five days-a-week but, in peak seasons such as August and December, we work longer to satisfy customer demand," explains Norbert Frenzel, area manager, digital print centre, Infowerk AG.

"The production of high-quality PhotoBooks and automobile manuals forms the majority of our digital printing. A typical vehicle manual comprises 400 pages, often in several languages, with a print run of up to 300 copies. The HP Indigo presses are fast and efficient, they print one manual every 10 minutes," adds Frenzel.

Peak season service support

To ensure continuous operation, a specialised HP Indigo Services force provides Infowerk with next-day service support. However, during peak seasons when the printers are running at up to four times their usual capacity, HP Indigo augments its service support substantially.

"During the PhotoBook peak season, support is particularly critical. It must be rapid. HP Indigo has more people on standby in case any problems arise. Fortunately, during the last season, we had no problems but we must still have this back-up in place. Think of it as an insurance policy safeguarding the business," continues Frenzel.

HP Indigo Services also provides appropriate technical support and trains Infowerk's operators to deal with problems. The company is also a test-bed for any new HP Indigo technology.

"Testing any emerging print technology is extremely useful," comments Frenzel. "We can plan ahead and, if necessary, introduce new technology to the business when our presses are scheduled for replacement."

On the move with HP Indigo

To double print capacity, Infowerk shortly plans to relocate its digital print operation. HP Indigo Services will help to facilitate the move and ensure that production does not falter.

"We have worked with the HP Indigo Service team for a long time and its service levels are very good. With our established relationship, I am sure the move will go very smoothly," concludes Frenzel.

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