

HP Indigo press 3050



MAZDA PRO IMAGING
DIGITAL OFFSET PRESS

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Phiroze Havaldar, Director, Mazda Pro Imaging

Objective:

To diversify into new and related sectors of business

Approach:

Investing in HP Indigo press 3050 to explore new opportunities in Digital Printing

Business benefits:

- Offset printing
- Superior colour capability
- Personalised printing

Being innovative in business is constantly on the mind of Phiroze Havaldar, the director of Mumbai-based Mazda Pro Imaging. Nearly 25 years after his father set up the first mini photo lab in India, he is foraying into uncharted territory once more. Using cutting edge technology, he is regrouping Mazda’s core photographic businesses and at the same time expanding into the commercial digital offset printing services.

As the photographic industry swings to a rapidly changing technological beat, new business models and strategic innovations will help Mazda keep its place at the head of the pack. And one of the key factors that will partner Mazda’s future growth and diversification plans is the HP Indigo press 3050 that is helping Phiroze Havaldar redefine his business.

The photo processing business in India is undergoing a huge change. Digital cameras have rung in the era of offset printing. And Phiroze Havaldar believes that the change from analog to digital is a huge opportunity. It is opening up completely new businesses for his company and it is here that the HP Indigo press 3050 will play a key role. “The Indigo allows us to enter an entirely new sector of the business”, he says.

While there is no doubt that digital era has tremendous potential, companies must also be prepared for the challenges ahead. To that end, Mazda is focused on bringing in the best technology and printing facilities into the market. “We were the first with the mini labs and we are the first with the HP Indigo”, he says.

"The machine capacity allows us to participate in various different business activities and I am not disappointed with the first year."

Phiroze Havaldar,
Director, Mazda Pro Imaging



The technology edge

Phiroze Havaldar is sure that he will be able to prise open what is still a nascent market in India with the Indigo as a partner. The machine gives his company a technological edge, which his competitors would find tough to blunt. It offers flexibility, quality and job capability like no other in its genre.

Interestingly Phiroze Havaldar was sold on the Indigo even before HP brought it to India. "It was at an exhibition in Melbourne in 1997 that I saw the Indigo for the first time and I was totally impressed." On the lookout ever since, he leaped at the offer when it came to him from a local HP representative in February 2006. "Since it was something that had been on my mind, I wasted no time and I had the machine installed by end of April", he says. And his experience has been more than satisfactory; in line with the high expectations set at an exhibition, years ago.

The HP Indigo press 3050 is one of the most versatile machines in the world today with its unique printing and print personalisation features. It allows for short run printing without compromising on productivity or quality. A unique feature is that it can change colors while printing and make changes to the color print order within a few seconds without losing production time.

It also helps run short orders profitably, thereby allowing companies to accept print orders from a wide range of clients. Its most amazing feature, which is a major breakthrough in the Indian market, is that of personalisation. It allows for individualised printing of calendars, diaries and a host of other products without compromising on cost or quality.

Mazda acquired the Indigo about 6-8 months ago and the Mazda team has spent a considerable amount of time getting to know the machine. They have also invested time and money into educating

the Indian community of photographers about the Indigo. All this is expected to pay off in terms of a bottom-line push for Mazda as well as offering new opportunities in digital offset for the industry at large.

"We are concept selling right now. We have shown the album to 5000 photographers and we are educating them as we go along" says Phiroze Havaldar. He believes that the Indigo will help create a market for digital wedding albums, which last longer; can be personalised and designed according to the client's needs.

The wedding season is a key business period for the photographic and imaging industry in India as it promotes allied photographic activities through events such as pre-nuptial ceremonies, festivities, picnics and such other occasions. For Mazda, this is the season they expect to make the most of the HP Indigo advantage.

Partnering change

When Mazda was set up in 1982, the photography business in India was in its infancy. Phiroze's father set up the business and expanded it slowly through a growing chain of retailers and dealers. Today Mazda has a 300-strong family of dealers and a retail network that spreads across Mumbai Pune and Ahmedabad.

Phiroze took over the business in 1989 and since then has developed the photography business through some innovative schemes and smart business initiatives. He has helped Mazda build a strong and loyal base of customers who have come to value its quality and service.

Over the years while times have changed and Mazda has adapted to the changing demands, it has always been true to its core business – photographic printing. Today that is about to change forever. And Mazda is poised to exploit the new

Company

Mazda Pro Imaging digital offset press

Headquarters

Mumbai, India

Founded

1982

Employees

300

Primary Business

Photographic printing and offset printing services to households and clients in advertising, publishing, corporate marketing, packaging and print industries.

opportunities in his business as well as new businesses that are opening up with the Indigo.

Phiroze Havaldar says, "Our focus is not just the photographic business any longer." As the industry has changed from analog to digital, it has created new opportunities while shutting the doors on many old businesses. For Mazda, therefore, it is extremely important to not just change the way it does business, but also align with the emerging business opportunities.

As Phiroze sees it, the HP Indigo 3050 has changed our business outlook and encouraged us to explore the unlimited opportunities possible with this product. He says that Mazda will use all the facilities of the HP Indigo press 3050 in every sense possible. "It is driving me to every short run offset print business – brochures, leaflets, invitations, visiting cards and we have diversified our business accordingly. We have decided to focus on whatever the HP Indigo press 3050 allows."

Over the past few months, Phiroze and his team have been heavily promoting the use of the machine across a wide spectrum of clients. And the results are encouraging. He says, "The machine capacity allows us to participate in various different business activities and I am not disappointed with the first year."

Into the future

Within a year of its existence at Mazda, the Indigo has enabled the company to reconfigure the photography business through digital offset products. It has also allowed the company to venture into a completely new business segment – offset printing.

In the coming years, the HP Indigo press 3050 will drive more change and direct the company into several new businesses. Says Phiroze, "A major business opportunity that we haven't so far exploited with the Indigo is the personalisation angle. We are ready to do it now." He believes that it is going to be



one of the big selling points. The customisation and personalisation features along with a fast turnaround time give Indigo users an edge over the rest of the market.

The Indigo has managed to push the standards of digital publishing and printing to a higher level. Its offset-like quality digital prints of higher resolution, sharper images, vibrant and wider range of colours are being recognised and commercially exploited by companies all over the world. The long term colour durability and uniform finish are added advantages. Says Phiroze Havaldar, "The great thing is that we are proud of the quality of the product we are selling. It is a class leading product"

For Mazda, the HP Indigo will help align its future business according to global standards. It will help achieve the company's vision of expanding into every conceivable and possible imaging business. As Phiroze Havaldar says, "The HP Indigo will play a key role in the company's growth and expansion plans for years to come."

Customer solution at a glance

Challenges

A changing business model as the industry switched from analog to digital photography

Shrinking markets and business opportunities

Solutions

Offer a technologically superior service that exploited the key advantages of a digital market

Diversify into new and related businesses

Results

- A digital offset product that is superior in quality
- Greater flexibility in job orders and quicker turnaround

- A bouquet of offset printing products on offer
- Product differentiation through personalisation and customisation

To learn more, visit www.hp.com
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