

HP customer case study: Upmarket Italian graphic design and production house Pixart.it installs HP Indigo 5000 Digital Presses to provide quality short-run print service

Industry: Graphic design and production

HP Indigo solution allows Pixart to be the market leader



“The HP Indigo service is relaxing, trouble free and hassle free, plus it is top quality. It allows me to provide the ultimate service to my clients because HP provides a great service to me.” Matteo Rigamonti, managing director, Pixart.it

Objective:

Italian graphic design and production house, Pixart.it, wanted to install a trouble-free, extra-high-quality, short-run printing solution in order to provide the best possible service to its customers.

Approach:

- Installed three HP Indigo 5000 Digital Presses and is now considering additional devices.
- Signed service contracts ensuring regular maintenance and quick response in the event of problems.
- Remote monitoring allows automatic ordering of supplies as needed and immediate warning of problems.

IT improvements:

- Worry-free operation of the printing process.
- Ability to print in high-quality.
- State-of-the-art print technology from HP Indigo.

Business benefits:

- Able to attract customers and generate repeat business thanks to print quality.
- The HP Indigo Digital Presses allow jobs to be done more quickly.
- Pixart.it staff can get on with their work without having to worry about printing supplies running out.



Cutting-edge Italian graphic design and production house Pixart.it has been creating design concepts and quality printed products for a variety of business customers ranging from restaurants to airlines since its founding by managing director Matteo Rigamonti in 1994.

It is regarded as the market-leader in Venice, Italy and has clients coming from around the country. Pixart.it turns out a variety of limited-run printed products for its customers including banners, posters, manuals, catalogues, brochures, reports and even menus for upscale restaurants.

The company's reputation is founded on quality. Pixart.it has to choose its partners and equipment with great care to ensure it can provide the very best quality to its discerning and demanding clientele.

Customer solution at a glance

Primary applications

- High-quality, short-run printing

Primary hardware

- 3x HP Indigo 5000 Digital Presses

Primary software

- Specialist third party workflow software

HP Services

- HP Indigo service contract on a monthly payment basis

According to Rigamonti, this is why Pixart.it decided on the HP Indigo 5000 digital press to complement the other machines it was already using.

"We were attracted by the quality of the HP Indigo solution, not just the state-of-the-art equipment but also the excellent service," says Rigamonti. The service contract with HP takes the stress out of maintaining the machines and worrying about breakdowns." The equipment is remotely monitored 24 hours a day so that any problems can be dealt with immediately remotely or by an engineer visiting the studio. "The difference between the level of service provided by HP Indigo and that provided by other suppliers is the difference between a beautiful actress and a dowdy politician," says Rigamonti. The monitoring also keeps track of printing supplies and automatically orders them when required, allowing the print and production staff to concentrate on their work without unnecessary distractions.

Describing the print quality provided by the HP Indigo 5000 machines as being "the ultimate" he said it was far above any other print solutions Pixart.it had tried. "Customers who know we have presses from other vendors and HP equipment will always ask for their job to be done on one of the HP Indigo machines because the quality is so much better," he said. "If we have a high-quality job such as a glossy fashion brochure to print, then it will be done on the HP Indigo press."

Asked to sum up the HP experience, Rigamonti says: "It is relaxing, trouble free and hassle free, plus it is top quality. It allows me to provide the ultimate service to my clients because HP Indigo provides a great service to me.

"I foresee a good future with HP and a continuation of our excellent partnership."

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