

## Litho print quality and digital flexibility make HP Indigo digital presses a winner for Precision Printing



“Since stepping into the digital print market 18 months ago, by purchasing the first of our HP Indigo 5000s, we have enjoyed consistent quarterly growth of 22 per cent on average. The sales for our last quarter were 166 per cent up on sales for the same quarter last year.”  
Simon Cooper, business development director, Precision Printing

### Objective:

UK print service provider, Precision Printing, wanted a high-quality, flexible solution for short-run, on-demand print jobs.

### Approach:

- Precision bought two HP Indigo press 5000s.
- These now replace its smaller litho offset machines for short runs and on-demand work.

### IT improvements:

- Using digital rather than litho offset for short runs enables easier set-up and more efficient management of workflow.
- HP Indigo's Pantone approval and liquid ink technology gives litho quality with digital flexibility.
- HP has trained Precision operators to maintain optimum press performance and provided a stock of HP Indigo press spares for efficient press maintenance and repairs.

### Business benefits:

- Digital print sales have increased by 166 per cent since the HP Indigo press was introduced and digital now represents 13 per cent of the total business revenue.
- New business opportunities such as personalised print and e-procurement have been implemented.
- Digital print has reduced the pricing pressure Precision was experiencing by doing short runs on its litho machines and places it at the forefront of the digital revolution in print provision.



Precision Printing is a successful business with over 40 years experience of delivering reliable, innovative and professional print services to an impressive portfolio of large and small businesses. This year it was awarded the UK Print Company of the Year at the Excellence Awards held by the British Printing Industries Federation & PrintingWorld.

Based near London, Precision used to run both B3 and B2 litho sheet-fed platforms, however a desire to simplify production planning and workflow drove it to look for an alternative to its small offset solution, which was proving to be uneconomical, particularly for jobs such as business cards which had become a loss leader.

### Perfect fit

Digital was the way to go and HP Indigo was the chosen route for Precision, which now has two commercial HP Indigo press 5000s.

## Customer solution at a glance

### Primary hardware

- 2 x HP Indigo press 5000

### Primary software

- Printer drivers
- Printable e-procurement program

### HP services

- Advanced training for Precision operators
- Stock of 'pay-per-use' spares left with Precision
- Ongoing support – eight hour callout

"The HP Indigo press 5000 is an exact fit for our business goals of improving production planning and needing a quality, short-run solution," says Precision Printing's business development director, Simon Cooper. "The HP Indigo press is perfect for this because it is the only digital press to use liquid ink technology that is also Pantone approved, which means you get litho print quality with digital flexibility. That was the ideal mix for us and none of the other digital presses had it. As a litho print company, quality is of the essence and the HP Indigo offers the best quality when compared with competing digital presses."

### Soaring sales

Less than a year after buying its first HP Indigo press, Precision invested in a second press to cope with increased business and to respond to a need for flexible and time-sensitive print-on-demand applications.

Following the installation of its first digital press, Precision witnessed a consistent but dramatic growth in digital sales. The second quarter of trading, compared with the first, showed an increase in sales of 24 per cent. Then things really took off with the third quarter sales showing a further increase of 42 per cent on the second quarter. Since then there has been no looking back and growth has consistently

been 22 per cent on average, quarter by quarter. Digital sales in the last quarter accounted for 13 per cent of the company's total business revenue.

### New opportunities

The digital presses have also opened up new business possibilities for Precision and one of these is e-procurement, which allows customers to interact directly with the HP Indigo press, cutting down design costs and saving administration time.

Precision is supported by HP Services' callout service for press maintenance, and its digital operators have been sent on an advanced training course by HP Indigo, giving them the technical knowledge to maintain optimum performance on the press. Operators are then equipped with the information and tools to keep the press running smoothly and efficiently.

"After buying both HP Indigo presses, the dramatic growth in our digital work has been greater than that achieved in our conventional litho production," adds Cooper. "Investing in this technology has opened up many new markets for us such as personalised print and e-procurement. Business cards, which used to be a thorn in our side, have now become a profitable part of the business."

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