

HP customer case study: Sommer Corporate Media employs HP Indigo Services to relocate its digital print production facility in its drive to increase profitability.

Industry: Printing

HP Indigo Services steers Sommer to increased profitability in expanding digital market



“HP Indigo Services are truly effective. They have the right people with the right skills. Not only is the technical support very important to us, so is the training. It makes our people more productive because they resolve machine problems quickly. Typical downtimes are now a maximum of four hours rather than two-to-three days.” Peter Sommer, managing director, Sommer Corporate Media GmbH

Objective:

Sommer wanted to relocate print production to a new site so that it could respond to the increasing demand for digital printing.

Approach:

- To extend its global reach to customers, Sommer is now owned by the Elanders Group.
- The company built a purpose-built print production and showroom facility to respond to the growing demand for digital printing.
- Sommer engaged with HP Indigo to supply three new digital presses and manage the relocation to its new premises.

Business benefits:

- Relocation to a purpose-built site has made the digital production process more efficient.
- Sommer can now satisfy the ever-increasing market demand for digital printing.
- As the proportion of its digital print production increases, Sommer will increase profitability.
- HP Indigo Services ensure that downtime is minimised and the workforce is more productive due to effective training.



Sommer Corporate Media, owned by the Elanders Group, is an international full service provider of tailored new media, print marketing and direct marketing solutions. Based in Waiblingen, Germany and operating from 19 locations worldwide, it is a leading supplier of pre-press, sheet-fed offset and digital printing to the automotive, IT, fashion and chemical industries. Key customers include Mercedes Benz, Hugo Boss and BASF.

Service and technology go hand-in-hand

Over the last decade the print quality produced by early copiers has steadily improved due to the development of sophisticated colour digital presses like the HP Indigo Digital Press series. Ideal for short print runs with variable data, the quality offered by these presses rivals offset printing techniques.

Sommer currently employs seven such presses and works a three-shift, 24/7 operation to meet the exacting needs of its customers.

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 4 x HP Indigo 5000/5500 digital presses
- 3 x HP Indigo w3250 digital presses

HP services

- HP Indigo Services

A specialised HP Indigo Services force supports the company's advanced IT applications and workflow procedures and supplies routine maintenance, break-and-fix, training and consulting services. Moreover, HP Indigo furnishes on-site engineering and remote after-hours support during peak production periods.

"To our customers only HP Indigo quality is acceptable," explains Peter Sommer, managing director, Sommer Corporate Media GmbH. "Whether we're producing 300 customised car manuals or 200,000 individualised mailings, we need the same look-and-feel as offset printing. Indigo technology provides just that.

"Equally important though is the service behind the technology. Service levels must be extremely high because we cannot afford unplanned downtime. HP Indigo offers well structured and competent services."

Making the move

Until recently Sommer operated from three different buildings. However, to meet the growing demand for digital printing, it decided to relocate operations to a purpose-built production and showroom facility.

Sommer turned to HP Indigo Services to plan and implement the project.

To maintain round-the-clock production, HP Indigo commissioned three new digital presses at the new site over a period of three weeks before relocating the existing presses. Sommer did not lose a single page of print during the process.

Responding to future demand

Following a smooth transfer of production, Sommer can respond more effectively to the future demand for digital printing and take advantage of the higher profitability offered by this printing technique. HP Indigo Services continues to provide the high levels of support required to minimise downtime.

"Demand for digital printing is growing at 20 per cent every year. This is to our advantage because it is about four times more profitable than offset printing. Thanks to HP Indigo Services we now have a modern digital production and showroom facility in just one building. Everything is so much more efficient," concludes Sommer.



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