



pixart.it extends its digital vision with six HP Indigo 7000 Digital Presses



pixart.it was established in 1994 as a state of the art DTP, scanning and typesetting business. It soon realised that the printing industry was continuing to evolve quickly, and in 2000, the company reviewed its strategy and took the decision to move into digital printing and e-commerce.

Today, the company has more than 80 employees and operates from two sites in Marghera and Mestre, Italy, near Venice. Through its multi-lingual website (www.pixart.it), it prints for customers across Europe, supplying a comprehensive range of digitally printed commercial and wide format products.

Its customer base comprises mainly of agencies and other printers, for whom pixart.it acts as their digital division.

"By becoming a fully digital company, we are able to produce catalogues, brochures, leaflets, labels and other commercial print on our HP Indigo presses," explains Matteo Rigamonti, CEO, pixart.it, "while we have a variety of wide format printers for the production of packaging, billboards, banners and POS materials."

Customers receive instant online quotations and upload their digital files for printing, with delivery times between 24 and 48 hours for most jobs.

"Apart from our comprehensive digital printing equipment, we are also able to do all of the finishing in-house, which saves time, too," Rigamonti says. "We carry out varnishing, laminating, saddle-stitching, binding, folding and die-cutting which enables us to provide an end-to-end service."

pixart.it uses equipment from a number of HP finishing partners, including Horizon (binding and stitching), Morgana (folding/creasing and varnishing) and GBC (laminating).

"We moved into digital printing because it is easier and more practical than conventional printing," says Rigamonti. "Our customers are used to getting things quickly and that would not be as possible without digital technology – and it would be impossible to service customers in different countries as quickly."

Since, products printed on HP Indigo presses require no drying time, they can be finished as soon as they come off the press, accelerating the delivery process.

In 2008, the pixart.it decided to significantly expand its digital capabilities. Working with five HP Indigo press 3050s and an HP Indigo press 5000, the company had reached a capacity of over 2 million four-color pages per month, working two to three shifts of production. At drupa 2008, the company has bought six machines digital HP Indigo press 7000 for high volumes.

The HP Indigo 7000 Digital Press is designed for printers with volumes between one and three million four-colour pages per month⁽¹⁾. With its two-shift operation, pixart.it has the potential of printing more than nine million pages per month.

The installation of the first four HP Indigo presses at pixart.it of 7000 was completed in October 2008, the other two will be installed by April 2009.



“Digital printing provides extreme quality, and in my opinion, the quality offered by the HP Indigo 7000 Digital Press is on average better than litho printing.”

Matteo Rigamonti, CEO, pixart.it



“We chose HP because in experience, it manufactures the best quality digital presses and the technical assistance is almost perfect. These new presses are enabling us to expand our commercial printing business,” Rigamonti states. “The speed and quality of the HP Indigo 7000 Digital Presses enable us to focus on our business-to-business markets where those two qualities are crucially important.”

The HP Indigo 7000 Digital Press not only offers speed, high-quality and substrate versatility (a hallmark of HP Indigo presses) to customers, but also gives pixart.it an important competitive edge. One of the important considerations in determining the cost-effectiveness of whether to print digitally or conventionally is the “crossover point.”

The crossover point is the number of copies below which it is more cost-effective to print digitally. With print runs decreasing, conventional printing margins have been increasingly squeezed. Now, with the high speeds and greater volumes offered by the HP Indigo 7000 Digital Press, the crossover point has increased while the cost per page has decreased.⁽²⁾

These factors are important to pixart.it, but as Rigamonti notes, “Our customers are not so interested in our technology; they simply need good print ASAP.”

pixart.it today is barely recognisable as the company it was a decade ago. Its decision to move into digital printing, based on an e-commerce model was the sort of risk that entrepreneurs with a vision take.

Challenge:

To build a leading business as a European web-to-print digital print service provider

Solution:

- 1 x HP Indigo press 3050
- 1 x HP Indigo press 5000
- 4 x HP Indigo 7000 Digital Press
- HP Scitex XP2700⁽³⁾

Results:

- An expanding business with a reputation for good service and high-quality with customers across Europe

“Our ideas transformed our business,” Rigamonti concludes. “This is the reason we grew. The HP Indigo presses are very useful because of their reliability, quality and, in particular, the remarkable technical assistance offered by HP.”

⁽¹⁾ ~800,000 pages per month operating one shift; ~3.5 million pages per month with 24/7 production

⁽²⁾ InfoTrends, “The Cost of Color Revisited”

⁽³⁾ Formerly the NUR Expedio Inspiration

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