

CARGRAPHICS ADDS VALUE WITH TRANSPROMOTIONAL PRINTING, USING THE HP INDIGO 7000 DIGITAL PRESS



For more than 25 years, Cargraphics, a print division of the Carvajal Organisation with clients throughout Latin America, has met its customers' needs by carefully tracking market trends and investing in the latest technology. With many of its customers in the financial and insurance industries, the recent economic downturn created another priority—cost cutting.

"It has been a hard time for the financial segment," says Iván Ballesteros, marketing and cross-media manager at Cargraphics, which offers advanced printing solutions for corporate communications and publishing. "We began looking at transpromotional printing solutions to answer our customers' need for better cost margins, but we didn't want to sacrifice quality or speed," he explains. That's why the company turned to the HP Indigo 7000 Digital Press.

"With the HP Indigo 7000, we're seeing more consistent quality, faster printing times and easier file processing," says Ballesteros. "We've been able to maintain our prices without sacrificing quality. It has worked perfectly for us."

Crossing into transpromotion

With consumers spending more time reviewing statements than reading the marketing materials included with them, Ballesteros knew direct mail and

transpromotional marketing would increase client satisfaction and return on investment. And the HP Indigo 7000 Digital Press offered the perfect way for Cargraphics to expand into the market.

Now, the company prints up to 40,000 direct mail and transpromotional pieces each month on its new digital press, with as many as 30 variables across a single campaign or promotion.

"Transpromo is a completely new segment for us," says Ballesteros. "Even though it has been around for a while, it's not something every company can do." As a complete end-to-end printing solution, the HP Indigo 7000 has helped the company easily clear any obstacles and fulfil client expectations.

The HP Indigo Print Care package also made the transition to transpromotional printing smoother. With it, Cargraphics has on-press and remote diagnostics, guided troubleshooting and live support with remote access. Plus, the HP Indigo 7000 Digital Press comes with powerful HP SmartStream solutions that optimise workflow and extend data storage capabilities.



CHALLENGE

- Cargraphics wanted to add value and cut the cost of its transactional printing for customers in the financial and insurance industries hit hard by the economic downturn.

SOLUTION

- The company turned to the HP Indigo 7000 Digital Press as a way to offer high-quality transpromotional printing at fast speeds.

RESULTS

- Using the HP Indigo 7000 Digital Press, Cargraphics has decreased its turnaround time by about 25 percent without increasing cost margins.
- Cargraphics is also considering the HP T200 and T300 Colour Inkjet Web Presses for its publishing business.

Full-colour statements

Since expanding into transpromotional printing, Cargraphics has also moved into full-colour printing with its new digital press. Credomatic, a financial institution serving countries throughout Latin America, was one of Cargraphic's first clients to migrate to full-colour transpromotional printing.

Initially, Credomatic was concerned that printing variable data would add time. "We needed to print the statements in the same two-day timeline they were already using," Ballesteros explains. Because the HP Indigo 7000 Digital Press prints an average of 120 pages per minute in full colour, time wasn't a problem. In fact, Ballesteros estimates that the digital press has helped decrease his turnaround time by up to 25 percent, without increasing cost margins.

Credomatic was also concerned about potentially confusing customers with the variable data. However, using full colour and a high amount of personalisation, Ballesteros says, "We showed them how they could put a lot of variable data in the statement without causing confusion."

"This way," Ballesteros adds, "they can use variable data to bring different types of information to different markets." By December 2010, Cargraphics will have

completed Credomatic's migration to full-colour transpromotional printing. "So far, they are very happy with the results," Ballesteros says.

Looking ahead

Ballesteros is excited to grow his company's relationship with HP. "HP is showing us what's coming in terms of variable data and technology," he says. "It's not only the machine, it's the relationship and the tools to really maximise all of the value the machine can offer."

That's one reason Cargraphics is currently looking to add the HP T200 and T300 Colour Inkjet Web Presses. "We are working with HP to see if their incredible publishing machines make sense for us," says Ballesteros. "Digital printing is the future. We are migrating in that direction and HP is helping us do that."

According to Ballesteros, the HP Indigo 7000 is the first step in what he expects to be a long relationship with HP. "Having HP as a technology provider has helped Cargraphics build our brand," he says. "It helps our clients feel comfortable knowing we have the backing of a great company like HP. We hope to bring more HP technology into our business as we move forward."

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— Iván Ballesteros, Marketing and cross-media manager, Cargraphics

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