

PVP INCREASES ITS SALES THANKS TO HP SCITEX FB7500 PRINTERS



Established in Burgundy nearly 30 years ago, PVP specialises in creating signs for supermarkets and major stores. Among others, it manufactures direction signs for customers in wood or metal displays, durable products that may stay in place in a supermarket for three to five years. In 2008, on the arrival of a financial partner, the company decided to broaden its activity in order to increase its sales figures. So the decision was taken to turn in particular towards institutional Point of Purchase/Sale (POP/POS) marketing. This corresponds to the creation of stands, box pallets, kakemonos, posters, counter cards, etc, in materials as varied as cardboard or Polyvinyl chloride.

Multiplying production by five

For Frédéric Barbey, president of PVP, "Event POP/POS business corresponds to sizable markets in terms of volumes but difficult because the products must generally be produced to very short deadlines. With the digital printers we already had, our maximum production capacity was only 100 m²/h. We could not meet the requirements requested and were being beaten by screen printing." So, at the end of 2009, PVP decided to

invest in two HP Scitex FB7500 digital printers. Not only is each printer capable of producing 500 m²/h (5,380 ft²/h), but they are also unfailingly flexible. For example, PVP can now launch a print run, stop that job to respond to an urgent job, then start it up again, without changing the settings on the HP Scitex devices. Everything is automatic, including loading the media. Consequently, last year, the company was able to multiply its production by five. It thus increased its market share and diversified its activity. "In one year, we went from €6 to €9.5 million in sales, our investment in these two printers contributed to this," explains Frédéric Barbey.

Durable, upgradable solutions

Although screen and digital printing both give absolutely identical output quality, the HP Scitex FB7500 is particularly versatile and so simple to use that PVP employs only one operator to manage both machines. "We see this device more like a platform that, thanks to HP, will develop, improve and be regularly upgraded over time. For us, this is a guarantee of durability," affirms Frédéric Barbey.

At a glance

Industry sector: Graphic Services/Printing

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CHALLENGE

Specialists in signs for supermarkets and major stores, PVP wanted to diversify their activity by expanding into the event POP/POS market. To meet this market's particular needs, PVP needed fast, flexible, upgradable digital printers.

SOLUTIONS

Two HP Scitex FB7500 printers were installed at PVP, the only HP printers able to meet all the company's needs to increase its market share.



RESULTS

- PVP's production capacity was multiplied by five and waste reduced by 300 to 400 per cent
- The company set to achieve a Return on Investment within two years ahead of expectations
- The design of the printers optimises the space needed for the installation
- High quality of the printing and the rapidity of the devices increases productivity
- Technical operation of the printers is so simple only one operator is needed



Frédéric Barbey
President PVP France

PVP have benefited from the multiple print modes available with these digital printers. For example, POP-quality modes, as POP34 (180m² / hour: 1937 ft² / hr) or POP48 (250m² / hour: 2690 ft² / h) are intended for applications such as creating POP advertising. The faster printing modes, as Prod70 (360m² / hour: 3873 ft² / h) and Prod95 (500m² / hour: 5380 ft² / h) are designed for large format POP advertising, largely used on corrugated cardboard.

"Most of these products involve the use of "matte, semi-glossy and glossy modes", for finishes which differ from what we could do before on our other machines."Glossy" is really bright and we can play around more with the selection of these modes, to create both matte parts and glossy parts" explains Frédéric Barbey.

Respecting the environment

Digital printing also avoids the numerous printing losses that screen printing cannot escape from. With the HP Scitex FB7500, the quantity of waste has been reduced. This has a significant impact on the environment. If three panels are lacking at the end of an order, it is easy to launch their printing without touching the device settings. "The media is put in place, a few settings are adjusted on the display screen and that's all," says Frédéric Barbey.

In addition, the printer's size and shape are such that it can be placed in smaller spaces and consumes less power. At PVP, the level of satisfaction is such that the company is now considering investing in a new HP digital printer with latex inks, allowing it to be able to print on flexible media such as flags.

When Disney's newest animated feature, *Raiponce*, was released in late 2010, an entire publicity campaign was launched in partnership with the dealer network of the Skoda automobile manufacturer. In less than three days, PVP was able to print 3,000 m² (32,280 ft²) of 1.2 x 1.2 m double-sided microflute cardboard panels, thanks to its two HP Scitex FB7500, launched at the production rate of 300 m²/h (3,228 ft²/h). "Which would have been impossible without this equipment," concludes Frédéric Barbey.

HP has been able to establish a relationship of confidence with PVP based on technical and human resources, such as the continuous availability of a technician dedicated to this customer. The objective for 2011 is to achieve a fast return on investment and a sales figure of €12 million.

"In 2010, we multiplied our production by five. Thus we increased our market share and diversified our activity. In one year, our sales grew from €6 to €9.5 million, thanks to our investment in these two printers."

— Frédéric Barbey, President, PVP France

To learn more, visit www.hp.com/go/graphicarts

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