

BELIEVING IN THE FUTURE: GSI PRINTING'S POSITIVE STRATEGY DRIVES SUCCESS



“There are no more limits!” said Christian Duyckaerts, general manager, GSI Printing, Kontich, Belgium.

Indeed, at GSI Printing with its fifteen digital printers and finishing machines, one can see the production power and versatility that enables the company to be the single source of graphics and signage for its customers. In association with sister company, Print & Display, GSI Printing is able to offer indoor and outdoor graphics on both rigid and flexible materials, meeting the needs of customers with diverse requirements.

Contributing to the company's versatility, two printers, an HP Scitex FB7500 Printer and an HP Scitex LX800 Printer have been added to its equipment park. Although designed for completely different applications, these HP Scitex printers demonstrate the diversity of GSI Printing's work as well as the evolving world of sign and graphics.

“HP is a leader in large format digital printing technology and the HP Scitex FB7500 Printer greatly enhances our productivity while enabling us to expand the range of our application offering,” said Duyckaerts. “With its up to 500m²/hour print capability⁽¹⁾, the FB7500 printer provides high-speed printing at the right cost, and it has proved pivotal to our ability to print medium and long runs of POP/POS applications to even tighter deadlines.”

The HP Scitex FB7500 Printer uses the revolutionary HP Scitex X2 printheads that can image at 20kHz firing frequencies, enabling high inkflows for six-color printing. This innovative piezoelectric inkjet technology can print at resolutions of up to 500dpi, while easy printhead replacement, carried out by the operator, can be completed in less than ten minutes, minimizing downtime.

GSI Printing was quick to integrate its new firepower into its printing operations and according to Duyckaerts, the FB7500 printer in particular, made an immediate impact on a project undertaken for the major sports retailer, Decathlon. GSI Printing used the ability of the HP Scitex FB7500 Printer to produce an extended range of sheet-fed materials for eye-catching, in-store POS graphics.

“We only had a very tight timeframe in which to print the Decathlon graphics, and despite the fact that we were printing variable data on a variety of materials – including foam- and corrugated-board – maintaining consistent color accuracy was critical,” Duyckaerts explained. “We were delighted that the new FB7500 printer lived up to our expectations, and as is the case with our other new HP equipment, it has since proved its worth on a number of other high profile customer projects.”

At a glance

Industry sector:
Large format

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CHALLENGE

- Build capabilities to provide more services to existing customers
- Choose the right capital investments for the future
- Increase productivity

SOLUTION

- HP Scitex FB7500 Printer
- HP Scitex LX800 Printer

RESULTS

- Ability to produce high-quality POP/POS displays quickly and in short and medium run lengths
- Enhanced response to requests from customers with environmental policies via UV-curable inks and HP Latex Inks
- Ability to produce even more innovative products and maintain competitive advantage

Remembering the environment

“At GSI Printing we don’t just think environmentally – we act environmentally” says the company’s collateral and one way it is acting is by continually adding to its “green” range” of products and substrates. These include FSC/PEFC-certified papers for light boxes and billboards, a PVC-free sticker material, a PVC substitute and other recyclable materials.

GSI Printing’s investment in an HP Scitex LX800 Printer is a manifestation of its commitment both to the environment and to investing in the future. The LX800 printer uses HP Latex Inks which are water-based and odorless⁽²⁾, and can be used in confined indoor areas, including as personalized wallpaper.

“As well as being asked to use more environmentally-friendly technologies, we also strive hard to encourage customers to select more sustainable options,” Duyckaerts said. “The HP Scitex LX800 Printer, together with the multiple-substrate printing advantage of its latex inks can help meet these goals and enable us to undertake a greater diversity of larger-sized applications that also deliver stunning visual quality.”

Continuing to invest in new technologies has been an important part of GSI Printing’s success. Duyckaerts and his colleagues regularly visit trade shows, to see the latest equipment, materials and techniques. Networking with others in the industry at trade shows is an important part of taking the pulse of the market. The company is an active member of POPAI and Duyckaerts is a board member of FESPA, which creates further opportunities for keeping abreast of the industry and maintaining best practice.

Always looking forward

GSI Printing keeps an eye on the future, while at the same time focusing on its customers’ current needs. Its services include providing advice to customers in selecting the right solutions to support their campaigns. This includes not only ink and substrate choices, but considerations of finishing and mounting or installation, exposure to the elements or vulnerability to customer traffic.

With screen and litho capabilities as well as digital, GSI Printing is able to find the best solution for each job. To help them do this, staff at GSI Printing continue to build an understanding of customer behavior “on the market floor”.

“It’s important to remember what we’re doing for our customers,” Duyckaerts said. “We’re helping them to make better sales. We need to see their needs through their eyes. If we succeed in that, they will ask us to help them again. Part of our message to new retail clients is that their customers shop impulsively. That’s to say that up to two-thirds of final purchase decisions are made at the point of sale, so presentation of products is crucial. Not just the packaging, but also its environment: the point of sale material.”

⁽¹⁾ Based on 165 x 320cm (65 x 126in) sheets, including a full loading and unloading cycle.

⁽²⁾ Some substrates may have inherent odor.

“We have the resources and knowledge to help our customers. We know the technologies and the way the materials behave, and we know we have the right tools, so the challenge is to use them in the right way to provide the best solution for the customer at the right price. The quality of print that we can produce with our HP Scitex FB7500 Printer helps create that ‘right’ appearance that will foster a decision to buy.”

— Christian Duyckaerts, general manager, GSI Printing

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