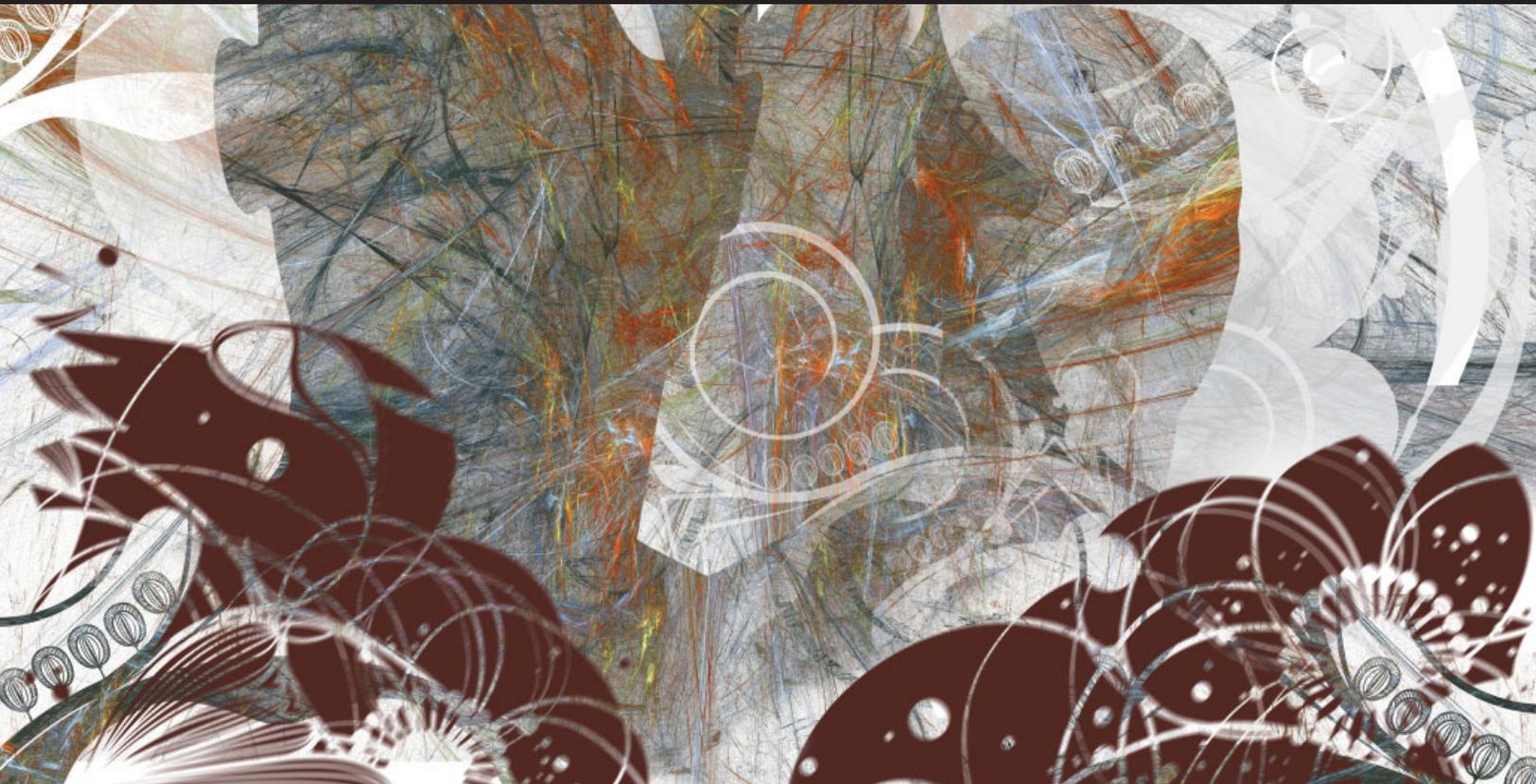


WORK OF ART: HP LATEX TECHNOLOGY ENABLES CREATIV WERBUNG TO REAP THE BENEFITS OF FINE ART REPRODUCTION



HP Designjet L25500 Printer helps to create an art gallery

Creativ WERBUNG is a German company with headquarters in Kaiserslautern. It has set itself the goal of taking an innovative approach to providing customers with unique printing solutions in the large format sector. The business was established in 1989, has seven employees and offers full service, from consulting all the way to printing and installation.

With its two HP Designjet L25500 Printers, HP Designjet Z6100 Printer and HP Designjet 10000s Printer, Creativ WERBUNG is able to meet a wide variety of customer needs, using a range of media that includes banners, films, paper, textiles and wallpaper. These customers include several regional and national clients in the furniture, financial services, telecommunications and trade show industries.

Among Creativ WERBUNG's specialties are signs, vehicle wraps, backlit posters, trade show signs and art reproductions, the latter being one business model the company has taken up with great enthusiasm, supported in part by latex technology.

Amazingly real: An art gallery created with HP large format printers and latex technology

"We use only large format devices and have been working exclusively with HP printers for years. When we installed our first HP Designjet L25500 Printer with Latex Inks in 2010, we were so impressed by the outstanding print quality that we decided to invest in a second L25500 printer the same year," says Andy Tecles, general manager, Creativ WERBUNG.

Tecles has always had an affinity for art. With the help of HP's latex printers, he has turned his hobby into a career and now sells products he designed himself, as well as works by other artists in the form of art reproductions.

"The latex printers are ideal for this business idea in the fine art print sector," he says. "The graphics are high-resolution, and give reproductions a dramatic and amazingly real appearance. The prints can hardly be distinguished from the original, so our customers are totally astounded by the results. What's more, owning two printers gives us greater reliability in production."

At a glance

Industry sector:
Large format

Business name:
Creativ WERBUNG

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CHALLENGE

- Offer new, attractive services for artists
- Produce high-resolution prints for indoor and outdoor applications
- Ability to print on a variety of different media

SOLUTION

- 2 x HP Designjet L25500 Printers with HP Latex Inks
- HP Designjet Z6100 Printer

RESULTS

- Successful online ordering of fine art prints and reproductions, increasing sales by 30 percent
- National and international artists taking advantage of the possibility to get eye-catching and vibrant prints, thanks to Creativ WERBUNG's use of water-based HP Latex Inks, delivering outstanding results
- Improved work environment thanks to water-based inks

Creativ WERBUNG's premises consist of a showroom, a 500m² (5,381ft²) production area and a 200m² (2,152ft²) art gallery that now boasts 260 pictures. "Customers come in and immediately see the possibilities latex technology has to offer," Tecles explains. "The art gallery, with its wide selection of art reproductions, shows just how versatile and dramatic latex prints can be."

Creativ WERBUNG even succeeded in getting several national and international artists interested in the idea of art reproductions. "We frequently have artists coming to our shop with a DVD and asking for reproductions of their work. We can provide this service in-house and, since spring 2011, have extended this to include an online capability."

Artwork and other print products now also available online

The demand for art products was so great that Creativ WERBUNG now also offers this business idea online. "These days, everything has to move fast, and ordering via the Internet naturally is very convenient for our customers." On the company website at www.creativ-online.de, customers can select their artwork and place an order with just a few clicks. The same applies for all of the company's other products.

Creativ WERBUNG is able to output prints that are instantly dry and immediately ready for use. No special ventilation equipment⁽¹⁾ or external dryers are necessary, which helps reduce energy costs and makes drying times obsolete.

According to Tecles, this is yet another advantage for Creativ WERBUNG, because the dry prints significantly cut delivery and installation times, giving end users a competitive edge. Creativ WERBUNG invested in HP Latex Printing Technology not only because of the outstanding print quality, but also because of the favorable properties of the water-based HP Latex Inks.

These HP Latex Inks enable the two latex printers to be used to produce a variety of graphic arts applications for indoor and outdoor use. Creativ WERBUNG regards the permanence of the prints, which boast scratch, smudge and water resistance as comparable to that of solvent and low-solvent inks.⁽²⁾

Increase in sales, profitability and improved work environment

"Thanks to latex technology, we succeeded in increasing sales by 30 percent," says Tecles. "The profitability of the two latex printers is very high, but another strong argument in favor of latex technology is the way in which it enables us to improve the work environment. We also hope to gain a competitive edge with odorless prints."

Moving forward, Creativ WERBUNG has plans to increase its competitive edge by specifically approaching businesses for whom odorless prints⁽³⁾ are a critical concern, such as those companies producing work for environments that might include hospitals or restaurants.

"The prints are high-resolution and give reproductions a dramatic and amazingly real appearance that is virtually indistinguishable from the original."

— Andy Tecles, general manager, Creativ WERBUNG

⁽¹⁾ Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult government requirements and regulations.

⁽²⁾ HP image permanence and scratch, smudge and water resistance estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 using HP Latex and eco-solvent ink on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Scratch, smudge and

water resistance tested using HP Latex and eco-solvent inks on a wide range of media, including HP media; water resistance is comparable when printed on water-resistant substrates. Comparison of laminated display permanence with latex inks/low-solvent inks using Neschen Solvoprint Performance Clear 80 laminate; Comparison of laminated display permanence with latex inks/eco-solvent inks using GBC clear gloss 1.1 mm hot laminate. Results may vary based on specific media performance and scratch testing methodology. More information is available at www.hp.com/go/supplies/printpermanence.

⁽³⁾ Printers using HP Latex Inks use internal heaters to dry and cure the latex polymer film. Some substrates may have inherent odor.

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

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