



STEVENSON BRINGS IN NEW BUSINESS WITH DIGITAL PRINTING AND THE HP SCITEX TJ8600



Visual impact. Those are the words Stevenson Color, a Cincinnati-based print service provider, uses to describe what it takes to capture consumers' attention at retail. That equates to a high standard for image quality, which—along with speed and print size—led the company to purchase an HP Scitex TJ8600 Industrial Press.

A family-owned business now in its fourth generation, Stevenson provides retail and point-of-purchase signage, along with packaging and prepress services. Its customers include large chains, such as Dillard's, with lots of locations and a wide variety of needs. These stores depend on Stevenson for expertise and diversity in print services.

To keep up with client needs and stay competitive on price and quality, it's essential to have the latest technology, says Steve Wardwell, director of technology at Stevenson.

"If you're not competitive on pricing, work isn't going to come your way," he explains. "And if you're not willing to stay ahead of the curve when it comes to technology, then you are absolutely in the back when it comes to quality."

So when Wardwell and his team decided to purchase a new digital large-format press, they set out to meet three criteria—print size, speed, and quality.

"The HP Scitex TJ8600 Industrial Press met all those criteria," Wardwell says. "Since then, we've been extremely happy with the purchase."

Fast speeds, high-end quality

Wardwell says the large-format printer his team had been using for short runs had given them a good entry into digital, but it wasn't fast enough.

"I absolutely could not get the quantity out," he says.

He found that the HP Scitex TJ8600 Industrial Press could be counted on to deliver the fast speeds he needed. It prints at up to 80 sheets per hour, with speeds up to 5,166.67 sq ft (480 m²) per hour.

Print size was another issue that the HP Scitex TJ8600 solves. Using the HP press, operators can print up to 5 x 12 ft (1.52 x 3.66 m).

Finally, the print quality had to be good enough to match the high-end standards of Stevenson's most demanding clients.

"If we can't put out a product that's acceptable to our customers, it doesn't matter how fast or how large we can get it out," Wardwell says. "We had to look at our output as if you're walking through a retail store. We really focused on flesh tones, colors, and vibrancy. And I will say, I'll put the 40 x 60 pieces we print on the HP Scitex TJ8600 up against anyone's when it comes to portrait or cosmetic-type shots."

Growing new business

Short print runs are also more cost-effective on the HP Scitex TJ8600 compared with offset or screen printing, because operators don't have to reclaim coated



PROGRESSIVE
PROFITABLE
PRINTING



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screens or run a three- to six-man crew. Still, Wardwell worried at first that moving smaller quantity jobs to the HP Scitex TJ8600 would leave a hole on Stevenson's offset presses.

"What we actually found was that we were able to generate more business because we now offer multiple solutions to customers," Wardwell says.

In one case, a new customer came to Stevenson in a bind. The customer needed point-of-purchase signage for an amusement park—and fast.

"The quantities were not large enough to put on an offset press," Wardwell says. "But with the HP Scitex TJ8600, we were able to turn that product around immediately. The quality was exceptional."

Stevenson turned the job around in just one day. Thanks to the ability to produce such a high-quality product so quickly, Stevenson is now seeing additional business from that customer.

Less downtime with HP Scitex Print Care

With turnaround time so vital to Stevenson's operations, anything that can reduce downtime is a major bonus. That's why Wardwell loves HP Scitex Print Care, installed on the press for remote, real-time support and easy self-maintenance tools. It helps keep the press running smoothly on a daily basis.

"HP Scitex Print Care truly is a revolutionary package. It's like you have an engineer almost standing at your side, walking you through any issues," he says. "The maintenance tool will essentially guide you if you're not sure how to perform a particular task."

Wardwell is hopeful that inkjet technology will continue to evolve and offer even more advantages to print providers in terms of cost, quality, and speed.

"Let's face it—large-format inkjet truly is the way of the future when it comes to anything that is printed in a screen or offset-type environment today," he says. "It has quite a lot of efficiencies."

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p>Industry sector: Wide Format Graphics</p> <p>Business name: Stevenson Color, Inc.</p> <p>Headquarters: Cincinnati, Ohio USA</p> <p>Telephone: 1-513-321-7500</p> <p>Website: www.stevensoncolor.com</p>	<ul style="list-style-type: none">• To produce eye-catching retail and point-of-purchase signage, Stevenson needed a large-format digital press that met its criteria for print size, quality, and speed.	<ul style="list-style-type: none">• With the HP Scitex TJ8600 Industrial Press, Stevenson can produce short-run, large-format jobs at a speed previously impossible.• Print quality meets Stevenson's standards for portrait and cosmetic-type shots.• HP Scitex Print Care offers remote, real-time support from a technician and self-maintenance tools.	<ul style="list-style-type: none">• Stevenson has impressed clients with even faster turnaround times, which has led to the company picking up new business.• Excellent print quality meets the high-end standards of even the most demanding clients.• Stevenson operators enjoy minimal downtime and simpler, easier maintenance.



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