

# QUADRISIMO IMPROVES VERSATILITY AND INCREASES ENVIRONMENTAL FOCUS WITH HP DESIGNJET L25500 PRINTER



When it comes to moving with the times, French large format digital print provider, Quadrissimo, is a company that has long remained ahead of the pack in terms of employing the very latest technology to meet customer needs. The Marseille-based company was the first in its area to offer A4/letter-sized and A3/B-sized digital printing and since its creation almost 20 years ago, has developed into one of the foremost suppliers of large format signage and promotional media in France's Provence-Alpes-Côte d'Azur region.

Quadrissimo's growth is due in part to the wise and successive investment in new equipment by owner and managing director, Sam Assedo. This eventually saw the company outgrow its original premises and relocate to a much larger, 700m<sup>2</sup> (7534ft<sup>2</sup>), purpose-built facility four years ago.

More recently, Quadrissimo's printing arsenal was extended by HP large format print solutions comprising two HP Designjet L25500 and two HP Designjet Z6200 Printers. The four HP machines complement the company's existing line-up of other large format devices, which spans 3.2m UV roll-to-roll and 3.2m UV flatbed print solutions, as well as a 3.2m direct sublimation machine.

"Quadrissimo's raison d'être is about the profitable production of vibrant, digitally printed images," Assedo explains. "The ongoing evolution of digital inkjet printing continues to offer increased versatility and improved printed results, so we always keep a watchful eye on developments that might enable us to expand our own service offering to customers."

These customers include a variety of direct corporate and private companies, as well as a number of creative and interior design agencies. According to Assedo, it was the desire to increase the company's own flexibility and high quality standards that led to the investment in early 2011 of the new HP print solutions.

"Although needs were already well served in terms of super-wide digital printing technology, as a business, we need to be able to undertake a whole raft of graphic arts projects for various promotional campaigns," he says. "These include banners, inflatables, Kakemonos, posters, billboards and vehicle livery. Naturally, the individual requirements of such jobs, typically call upon a range of attributes across a diverse equipment portfolio."

Having reviewed the options available to him, and finding its low-maintenance user-friendly qualities particularly attractive, Assedo ultimately extended Quadrissimo's digital printing stable with two HP Designjet L25500 Printers running water-based HP Latex Inks. The versatile HP Designjet L25500 enables the Quadrissimo team to deliver up to 1200dpi output resolution on a wide range of flexible media up to 152.4cm (60in) in width.

At the same time, eager to exploit the new benefits afforded by HP's latest Z-Series technology, Assedo replaced his existing HP Designjet Z6100 Printers with two 152.4cm wide HP Designjet Z6200 Printers running HP Vivid Photo Inks.

"Like the HP Designjet Z6100, the HP Designjet Z6200 is great for producing photographic work and signage, but is around 50 percent faster, so we enjoy much higher print speeds of up to 140m<sup>2</sup>/hr (1,500ft<sup>2</sup>/hr).

As for the dual HP Designjet L25500 installation, the fact that the printer offers Quadrissimo increased environmental benefits, without compromising on performance, was, according to Assedo, of fundamental importance: "We definitely didn't want to benefit in one area, yet lose out in another," he says.

## At a glance

### Industry sector:

Large format

### Business name:

Quadrissimo

### Address:

34 Rue Aldebert, 13006  
Marseille, France

Tel: +33 (0)4 91 13 00 17

Web: [www.quadrissimo.com](http://www.quadrissimo.com)



## CHALLENGE

- Increase flexibility to meet changing customer needs
- Ensure high quality standards upheld
- Enhance environmental position without compromising on hardware performance
- Maintain ability to deliver a diverse applications offering

## SOLUTION

- 2 x HP Designjet L25500 Printers running water-based HP Latex Inks
- 2 x HP Designjet Z6200 Printers
- HP Blue Black Billboard Paper

## RESULTS

- Capability to meet customers changing needs
- Ability to maintain leading market position
- Investment helps future proof operations and aligns with tightening legislative requirements

"The HP Designjet L25500 does everything HP claims it can do and handles everything we throw at it," he adds. "For us the beauty of it is in its ability to undertake large format prints for a multitude of both indoor and outdoor applications, the quality of which is extremely impressive and matches anything I've seen achieved from eco-solvent units. Not only that, but its robustness and dependability is vital to maintaining production throughput in order to meet customer deadlines."

Indeed, the HP Designjet L25500 didn't have to wait long in order to prove its worth to Assedo and his fifteen strong team, following a requirement from a Marseille based artistic entertainment company, Le Théâtre de Merlan, which was working on a performance in conjunction with another theatre group, Le Théâtre du Centaure.

The company called upon Quadrissimo to promote its dramatic *Surgissements de Centaure* (The Arising of the Centaurs) show, which it was planning to perform within one of the city's shopping centers. This saw 30 horses and theatre performers – the 'centaurs' from Greek mythology – deliver the eye-catching show to onlooking shoppers.

The HP Designjet L25500 was put to work to produce 30 full color, 1m x 1.8m (3ft x 5.9ft) promotional posters, which were positioned around the city to publicize the unique performance.

"The request from the Théâtre de Merlan was another last-minute job for us, but the HP Designjet L25500 was able to output the posters in under 48 hours," explains Assedo. "We used HP Blue Black Billboard Paper, because you can simply apply glue to it and affix it to walls easily. Blue black media also offers the benefit of being water, tear and scratch resistant. This, together with its highly opaque, satin

finish which assures great color vibrancy, makes it the best substrate for poster or billboard applications of this kind."

For Assedo, who confesses to averaging a new print hardware purchase every three years, the installation of latex technology represents a particularly significant addition to Quadrissimo's print stable.

"I believe that ever tightening legislation dictates a need for investment in products and solutions that are designed for the environment and I envisage our government getting increasingly tougher on those companies that continue to pollute," he says.

Already a company with a strong planet-friendly attitude, Quadrissimo has introduced a number of initiatives that promote sustainability and lessen its impact on the environment. These include printing as much as possible onto recyclable cardboard, mesh and cloth fabric, while also collecting and recycling used substrate from customers. This, along with other off-cut material at the printing stage, is then re-made into bags and given to customers.

Looking ahead, Assedo's varied print line-up continues to ensure Quadrissimo remains ahead of the competition in terms of the gamut of graphic arts projects it can manage, but one type of device in particular currently represents the heartbeat of the company's operations.

"Right now, we try to put as much through our latex printers as possible, as I see these as the tip end of the spear to our large format offering," adds Assedo. "In conjunction with the rest of our print line-up, they bolster our versatility and allow us to go on meeting the changing needs of our customers," he concludes.

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— Sam Assedo, owner and managing director, Quadrissimo

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