



## KWIK KOPY DELIVERS SPEEDY TURNS WITH THE HP DESIGNJET L25500 PRINTER



When Kwik Kopy Design and Print Centre's customers need a print, they need it fast. A speedy turnaround is critical to the company's success, and that's one major reason the Adelaide franchise in Toronto, Canada—one of Kwik Kopy's oldest and largest locations—recently purchased a large-format HP Designjet L25500 Printer.

"We're now printing jobs for a 3 p.m. boardroom meeting at noon," says Colin Campbell, vice president of sales at the Adelaide Kwik Kopy. "We never, ever could have done that without the HP Designjet L25500."

In a rapidly changing industry, Kwik Kopy chose the 152.4 cm (60-inch) HP Designjet L25500 to add revenue streams, cross-selling larger signage to existing customers. "When it came to the sign business, we needed to go big or go home," Campbell explains.

Kwik Kopy installed the HP Designjet L25500 in late 2010, and the investment has already paid off. Large-format sales are up by 66% in the first half of 2011 compared with the previous year, and Campbell says that increase is directly related to the HP Designjet L25500.

### **Faster drying, faster results**

Campbell says Kwik Kopy chose the HP Designjet L25500 over other solutions because it's more advanced. "We wanted leading-edge technology. HP Latex Inks give us the ability to handle prints as soon as they come off the printer. That means we can print and ship or mount them right away."

Before, when a customer asked for same-day delivery of a poster mounted on foam core, Kwik Kopy had to say no. Prints had to dry overnight before they could be applied to the foam core. Now, Kwik Kopy can turn around the same project within hours.

"Because we can print on HP adhesive vinyl and prints come out completely dry with the HP Designjet L25500, we can produce these jobs and get them back to our customer in a very, very short period of time," Campbell says. "That's a huge competitive advantage."

By eliminating the lamination or appliqué step, Kwik Kopy no longer has to use its extra piece of laminating equipment for certain jobs and has cut the time it takes to mount prints by one-third. Overall, the HP Designjet L25500 has increased printing efficiency by up to 30%, according to Campbell. This improvement translates into less labour and greater profits.

One of Kwik Kopy's regular customers is a major public relations firm. The nature of its business leaves little time to waste. "In public relations, you need to respond very fast—within hours," Campbell says. Today, the firm relies on Kwik Kopy for large posters and other signage that its clients request to advertise products or make announcements. "Now, we can immediately respond to their needs with the HP Designjet L25500. And they've been very happy with our service."



PROGRESSIVE  
PROFITABLE  
PRINTING



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**Colin Campbell**  
 Vice President of Sales  
 Kwik Kopy Design & Print Centre—  
 Adelaide

### More sustainable printing

In a market where differentiation counts, Kwik Kopy is using the HP Designjet L25500 and HP Latex Inks as a selling point for environmentally conscious customers. HP Latex Inks are water-based and do not require hazard warning labels. They also require no special ventilation.<sup>1</sup> Plus, odourless prints<sup>2</sup> can help attract business from customers who want to place signage in areas where odour is a concern, such as hospitals.

Kwik Kopy can further advertise more sustainable services with the HP Large-format Media take-back program,<sup>3</sup> which makes recycling eligible HP printing materials after customers are done with them easy.

Campbell also says the 152.4 cm (60-inch) HP Designjet L25500 delivers a better yield and about 30% more efficient materials use. "Not only is this a reduction in waste, but it also translates into an improvement in dollars," he says.

### New applications open business

Today, Kwik Kopy is finding new ways to use the HP Designjet L25500 and grow business. The shop can print on more materials, including vinyl and canvas. In fact, canvas printing, which Kwik Kopy once outsourced, has opened a new line of business in the consumer market for photo printing.

"Now, we're no longer limited by temperature, humidity, or ability to print on certain materials," Campbell says. "If it's on a roll, we can put it through."

He says he likes working with HP Permanent Gloss and HP Permanent Matte Adhesive Vinyls, HP Photo-realistic Poster Paper, and HP Satin Canvas Paper because the profiles are so accurate. "You get a substrate that's matched to a colour profile that's matched to the printer. It saves us time and reruns, reducing trial and error."

As for quick-turn large-format printing, Campbell says that the business has seen significant growth, thanks to the HP Designjet L25500. "Before, we might have been doing three or four of these jobs a week. Now, we get two or three a day."

| AT A GLANCE  | CHALLENGE  | SOLUTIONS  | RESULTS   |
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| <p><b>Industry sector:</b><br/>Repro Houses &amp; Copy Shops</p> <p><b>Business name:</b><br/>Kwik Kopy Design &amp; Print Centre</p> <p><b>Headquarters:</b><br/>Toronto, Ontario, Canada</p> <p><b>Telephone:</b><br/>416-363-0359</p> <p><b>Website:</b><br/>www.kkdpc.ca</p> | <ul style="list-style-type: none"> <li>• Kwik Kopy needed to meet the turnaround for customers' same-day printing requests, while also offering larger print sizes for signage.</li> </ul> | <ul style="list-style-type: none"> <li>• With the HP Designjet L25500 Printer and HP Latex Inks, prints come off the printer dry and ready for mounting, display, or shipping.</li> <li>• The 152.4 cm (60-inch) HP Designjet L25500 offers prints larger than those possible on Kwik Kopy's old printer on a wider variety of materials, including vinyl and canvas.</li> <li>• Water-based HP Latex Inks benefits include no hazard warning labels, odourless prints,<sup>2</sup> and no need for special ventilation.<sup>1</sup></li> <li>• HP printing materials, matched to the colour profile and the printer, save time and reruns.</li> </ul> | <ul style="list-style-type: none"> <li>• Kwik Kopy's large-format monthly sales are up by 66% year over year.</li> <li>• Turnaround time has decreased from next-day to within hours.</li> <li>• The HP Designjet L25500 has improved efficiency in materials use by 30% and overall production efficiency by up to 30%.</li> </ul> |

To learn more, visit [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts)

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 state and local requirements and regulations.  
 2) Some substrates may have inherent odour.  
 3) HP Large-format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See [www.hp.com/recycle](http://www.hp.com/recycle) for details.



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