



WIDER HP LATEX PRINTING TECHNOLOGIES INCREASE PRODUCTIVITY AND OFFER NEW, HIGH-QUALITY APPLICATIONS

Nivell Publicitari

Nivell Publicitari is a print service provider based in Barcelona in Spain. Manel Morera, general manager at Nivell Publicitari, describes the company's trajectory since it began ten years ago. "Our company has enjoyed constant growth by responding to market demands for new, high image-quality applications, and adopting the best printing technology to satisfy that demand efficiently," he says, adding, "over the last five years, our investment in printing technology has focused on maximizing our output speed and productivity, and on reducing the impact of our business on the environment."

Nivell's fleet of printers includes two HP Scitex UV-curable ink printers and the HP Designjet L25500 Printer, from HP's first-generation of HP Latex Printing Technologies. For over six months, Nivell has been beta-testing the latest addition to HP Latex Printing Technologies, a wider, 2.5-meter (104-inch) HP Designjet L28500 Printer for durable, high-quality indoor and outdoor applications.

Nivell switches from eco-solvent to HP Latex Printing Technologies

HP Latex Printing Technologies have enabled Nivell to phase out eco-solvent technology. "Over the last three years we have completely abandoned our eco-solvent ink technology and switched to water-based HP Latex Printing Technologies," Morera explains. "We can achieve higher image quality at fast printing speeds, but we can also exploit a wider variety of printing materials that offer alternatives to PVC and uncoated textiles that can be recycled. Customers get a higher-quality product with a lower impact on the environment. Durability of HP Latex Inks is extremely good both indoor and outdoor."

30 percent gain in productivity plus higher quality output

Morera claims that Nivell has made important productivity gains with its newest HP Designjet system. "We are up to 30 percent more productive with the HP Designjet L28500

Printer. Thanks to its 2.5-meter (104-inch) printing width and high image-quality output, we can print large displays in one piece rather than two, saving us time on finishing to join prints, for example for photo call backdrops. On the wider rolls, we can also print a higher number of smaller images at once. And as prints are dry when they come off the printer, we can turn jobs around more quickly."

Morera explains the positive impact the 2.5-meter (104-inch) HP Designjet L28500 Printer has had on jobs for one of its regular customers, Club Joventut de Bàsquet de Badalona (Badalona Basketball Club). "The photo call backdrops for Club Joventut de Bàsquet de Badalona are 6 by 2.5 meters (236 x 104 inches), which corresponds to the printer's width. We use HP Heavy Textile Banner, and the high-quality display takes about one and a half hours to print. HP Heavy Textile Banner is great for any interior display sign. Its density and image quality give the printed product a high-quality look and feel. And it is 100 percent recyclable through the HP take-back program. The customer was satisfied before – now they are even happier."

Morera says that latex has some distinct advantages over eco-solvent. "With our eco-solvent printers we had to print the display in two strips, wait for the eco-solvent ink to dry and then join the two pieces. HP Latex Inks are really resistant to scratching and don't crack so we can handle, deliver and install the print immediately," he explains.

Sergi Colom, printer operator at Nivell, confirms. "With our eco-solvent technology, print jobs that demanded a higher ink density would take a long time to dry. This delayed finishing and delivery, so for some jobs we had to negotiate later deadlines. With HP Latex Ink printing technology, prints are dry straight off the printer, so we can now fulfill customer orders for that type of job in a single working day."



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Manel Morera
general manager
Nivell Publicitari

Attractive to environmentally-conscious customers and the workforce

Nivell Publicitari believes that HP Latex Ink printing technology, HP recyclable printing materials and HP's Planet Partners Program create an extremely attractive proposition to environmentally conscious customers and for Nivell's printing activities.

Sergi Colom is enthusiastic about the change. "The greatest impact of HP Latex Printing Technologies on our day-to-day production processes has been the ability to print with water-based inks. We no longer have to manage, maintain or work with our eco-solvent ink printing technology or eco-solvent ink printed products. Our working environment is so much better."

Water-based HP Latex Inks have no hazard warning labels, no Hazardous Air Pollutants (HAPs).¹ No special ventilation is required.² The inks are non-flammable and non-combustible.³

Morera notices that customer awareness of the impact of their marketing activities on the environment is growing. "We have been using HP's Planet Partners Program⁴ to recycle all our HP consumables and we highlight the 100 percent recyclable characteristics of our products printed using HP recyclable printing materials and HP Latex Ink printing supplies as a value-added feature that more and more customers appreciate."

Morera's experience has been that HP Latex Ink printing technology with HP large-format printing materials is bringing Nivell additional business opportunities. Morera

says, "We're really pleased with the robustness and image quality of double-sided printing on HP Double-sided HDPE Reinforced Banner. It's 100 percent recyclable and this makes it attractive to environmentally-conscious customers, particularly corporations, municipal authorities and large companies. We promote this recycling service using HP's simple media take-back program."⁵

Higher margin productivity plus higher-priced, new applications

Maximizing productivity has allowed Nivell to maintain extremely competitive pricing, and the high image quality and versatility of the 2.5-meter (104-inch) HP Designjet L28500 Printer expands Nivell's ability to offer innovative, higher-priced applications.

"Productivity is a key requisite when we invest in technology and it has allowed us to maintain the same product prices for the last five years while growing our margins. The HP Designjet L28500 Printer increases our productivity and adds versatility," Morera says, adding, "On our eco-solvent printing technology, we had to print on coated textiles and choice was limited. HP Latex Printing Technologies allow us to print on a much broader range of recyclable, uncoated textiles and alternatives to PVC, so we can offer customers greater product variety."

Morera concludes, "We have expanded our product catalog with attractive, high image-quality, textile applications up to 2.5 meters (104 inches). Big brands and municipal authorities are always looking for ways to innovate their product communication in the marketplace and reduce the impact of printing on the environment."

AT A GLANCE

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Wide Format Graphics

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CHALLENGE

- Increase productivity up to 2.5-meter (104-inch) printing width and shorten turnaround times with higher image quality than eco-solvent.
- Eliminate eco-solvent ink technology to reduce impact of printing on environment and workplace.
- Attract environmentally-conscious customers and help their business reduce the impact of printing on the environment.
- Offer greater product variety by exploiting wider range of recyclable, uncoated media and textiles up to 2.5-meter (104-inch) printing width.

SOLUTIONS

- HP Designjet L28500 Printer with new HP 792 Latex Designjet Inks
- HP Heavy Textile Banner
- HP Double-sided HDPE Reinforced Banner
- HP Large-format Media take-back program⁵
- HP Planet Partners Program⁴

RESULTS

- Up to 30 percent gain in productivity from 2.5-meter (104-inch) printing width by printing larger displays in one piece rather than two, saving time on finishing to join prints.

- Prints dry straight off the printer immediate finishing for same day turnaround compared to longer eco-solvent ink drying times before finishing.
- Improved work environment compared to eco-solvent ink technology.
- Customers appreciate reducing the impact of printing on the environment and free and convenient way of recycling eligible HP printing materials compatible with the printer.
- Offer greater product variety and higher quality look and feel by exploiting wider range of recyclable, uncoated media and textiles.

1) HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2010) and none were detected.
2) 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.
3) HP water-based Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per the Pensky-Martins Closed Cup method and the flash point is greater than 110° C.
4) Visit www.hp.com/recycle to see how to participate and for HP Planet Partners Program availability; program may not be available in your area.
5) HP Large-format Media take-back program availability varies. Recycling programs may not exist in your area. See www.hp.com/recycle for details

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



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