



DELTA DISPLAY OPENS NEW MARKETS AND REVENUE STREAMS WITH SEVEN HP SCITEX FB7500 INDUSTRIAL PRESSES

The Delta Group
Visual Communications



In August 2011 Delta Display, part of the Delta Group, added two new HP Scitex FB7500 Industrial Presses to five already in service. This makes a total of seven, five of which were installed within an eight-month period – an unusual, if not unprecedented series of acquisitions. More than demonstrating a confidence in the technical abilities of the press and a belief in its own future, these investments illustrate the success of Delta Group's strategic approach to the market and its ability to adapt to current conditions.

The London-based group comprises three businesses, each of which is a center of excellence with leading national and international brands as its customers. Lick Creative is an integrated, full-service business offering marketing communications and campaigns for market-leading brands, retailers, and film and entertainment clients. MPD Fulfillment provides storage, logistics, collation and distribution as well as installation, compliance and other services to support suppliers to the retail and entertainment sectors.

Delta Display is the third business and provides print production to its customers to support large campaigns. The company prints the full range of campaign materials from POP/POS displays, banners, backlights, self-adhesive vinyls and indoor and outdoor graphics on paper, foam board, plastics and other substrates as well as leaflets and tabletop materials. To address these wide-ranging requirements, Delta Display uses an extensive range of conventional and digital output devices including three screen printing lines, three XXL lithographic presses, and more than two dozen HP

printers and presses. These range from the HP Scitex FB7500 Industrial Presses, HP Latex Ink Presses, HP Designjet Printers to HP Indigo Presses.

These three businesses are able to operate independently or collectively to provide a complete service for customers and have enabled the group as a whole to increase its turnover by 30 percent per year since 2009 to a projected £80 million in 2011, adding nearly 300 employees in the process.

Flexible response

"The broad nature of our technical capabilities means that we can print anything from leaflets on the HP Indigo Presses, to multi-panel signage on a wide variety of substrates," says Martin Shipp, executive director, Delta Group. "That capacity and our ability to respond quickly is essential in today's market."

When Delta Group first considered investing in an HP Scitex FB7500 Industrial Press, it wanted to be certain that it would meet its own needs and those of its customers.

"Delta Group undertook a very detailed due diligence study before buying its first FB7500 presses," explains Mark Rowland, HP Scitex country manager, UK & Ireland. "Its criteria were quality, reliability and performance. Delta Group was already a big HP customer, and its decision on the FB7500 presses validated overall the concept of a press that could deliver flexible production. These subsequent multiple installations show confidence in the presses and in HP."





“The FB7500 Upgrade with the accuracy and speed of the multi-sheet printing feature makes a big contribution to productivity. Also, the ease of double-sided printing and enhancements to the automatic loading system for better handling of thin substrates demonstrate some forward thinking that has proved itself.”

Martin Shipp
Executive director,
Delta Group, London, UK

Contrary to what is true for many print service providers (PSPs), Delta Display found that its screen and litho printing sales were continuing to grow.

“What we found was that the FB7500 presses, with their fast-turnaround times and ability to print on a range of substrates ranging from paper to heavy Alu-Dibond, created their own market,” says Shipp. “In consequence, relatively little of our work is migrating from analog to digital.”

Four of Delta Group’s HP Scitex FB7500 Industrial Presses are at the Black Horse Road headquarters, one is at the plant in Leeds, and two have been installed at a new facility at Waltham Cross, on the northern edge of London.

Supplier and customer synergy

So how has Delta Group been able to build its business so dramatically over the past few years?

“POS isn’t recession proof, but when the High Streets and shopping malls are quiet, the brands and retailers need to attract people,” explains Shipp. “Their marketing departments still have budgets to spend, but they want to get the most value from it. We are able to respond to that with quality print, reliability and by being able to deliver the whole campaign for them.

“Essentially, we are saving them time and money by offering a full service from design and print to distribution and installation. They don’t have to coordinate different suppliers,” he continues.

‘Print-to-pack-to-place’ summarizes the end-to-end customer provision that goes beyond just printing and delivering graphics. It encompasses collation, installation and other services, like the ‘compliance’ service offered by Delta Group’s MPD Fulfillment business.

“A recent POPAI¹⁾ survey showed that only 50 percent of the promotional material delivered to a store is ever used in sales areas,” says Shipp. “There may be many reasons for this and we can help find out why. On the production side, we can help ensure that materials are used by printing them in the sizes each outlet requires.”

The ability to easily and quickly change job parameters on the HP Scitex FB7500 Industrial Presses means that displays for outlets can be tailor-made cost-effectively. By ensuring that only display materials that will actually fit in specific locations are produced, their usage will increase. This is just one of the ways in which Delta Display is able to work with MPD Fulfillment to provide a better service for the customer.

“Campaigns can comprise 200 – 250 different items – sometimes in up to seven languages – so we have to evaluate what is the best means of producing each one,” says Shipp. “The variable data printing capabilities of our digital presses and printers are ideal for languages as they are likely to be relatively short runs.”

Delta Display’s HP Scitex LX850 Industrial Printers use HP Latex Ink which produces odorless prints²⁾ suited for indoor graphics while the new HP FB225 Scitex Ink used with the upgraded HP Scitex FB7500 Industrial Press is the first UV ink to be GreenGuard certified³⁾ for use in schools and hospitals. Delta Display also has HP Designjet Z6200 Photo Printers that can be brought into action for photo-quality graphics, like backlights for cosmetics promotions, providing new market opportunities.

“Our relationship with HP is a strategic one,” says Shipp. “Just as our customers are looking for the best value through a single supplier, what we found attractive about investing in HP equipment is that the presses, the printheads, the inks and service and support are all from HP. We don’t have to engage with multiple suppliers who may have conflicting interests.”

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p>Industry sector: Sign & Display</p> <p>Business name: The Delta Group</p> <p>Headquarters: 153-157 Blackhorse Lane London E17 5QZ</p> <p>Telephone: + 44 20 8498 4400</p> <p>Web site: www.thedeltagroup.co.uk</p>	<ul style="list-style-type: none"> Respond to evolving customer demands in a challenging market. Leverage the power of digital wide-format printing as part of a comprehensive service offering. Deliver an integrated service in conjunction with other Delta Group businesses. Provide high-quality POS materials for leading brands and retailers. Operate competitively and profitably. 	<ul style="list-style-type: none"> Purchased seven HP Scitex FB7500 Industrial Presses. 	<ul style="list-style-type: none"> Development and expansion of a new revenue stream based on seven HP Scitex FB7500 Industrial Presses. Ability to meet diverse campaign requirements for leading retailers, international brands and entertainment companies. Group sales up 30 percent per year since 2009.

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

1) POPAI (Point of Purchase Advertising International) is the trade association of the marketing at retail industry.
2) Some substrates may have inherent odor.
3) The ink system using HP FB225 Scitex Inks is listed in the GREENGUARD Product Guide for signage. Using a GREENGUARD Certified ink system does not indicate the end product is Certified. Additional information is available at www.greenguard.org

