

Presse offset numérique HP Indigo 5500



PEAK PERFORMANCE: IMPRIMERIE DANIEL FAURITE STRENGTHENS VERSATILITY AND INCREASES BUSINESS WITH HP INDIGO

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IMPRIMERIE DANIEL FAURITE

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The need to fulfil clients' changing needs, adapt to technological trends and stave off the ever-present threat of the competition – all while attempting to maintain and grow one's business – is a familiar scenario for any commercial printer.

Indeed, for Eric Faurite, co-director of French printing company, Imprimerie Daniel Faurite, meeting these objectives were the foremost reasons behind the company's investment last autumn in an HP Indigo press 5500. Over the course of four decades, Imprimerie Daniel Faurite, located close to Lyon in the Rhône-Alpes region, has built itself a reputation as a dedicated provider of offset-printed collateral predominantly comprising advertising and promotional brochures and leaflets. Today, its clients include small businesses, advertising agencies, corporate companies within the industrial and tourism sectors, as well as institutional bodies.

As a company, Imprimerie Daniel Faurite was all too aware of the growth of digital printing technology and the way in which it has influenced market trends and altered customer expectations. Indeed, Eric Faurite concedes that it was only a question of time before the 43-strong business sharpened its edge and increased its versatility by complementing its offset line-up with digital hardware.

"We have definitely noticed a sea change in the way customers are asking for their prints to be supplied," he says. "That's not to say that they care about how it is printed, but the trend is clearly towards smaller quantities and faster turnaround times."

For Faurite, another sign of the times is how customers are increasingly looking towards fewer numbers of suppliers to meet their printing needs.

"This cannot be overstated and was a clear indicator that we would need to enhance our flexibility and ensure that we met our customer's varied printing requirements in order to remain competitive," he explains.

Naturally cautious to ensure the right investment was made and with a fundamental prerequisite to not compromise on output quality, Faurite carefully considered the options available on the market, before selecting the HP Indigo press 5500.

"We decided to invest in HP for two reasons – one, it is the leading provider of digital printing technology; and two, HP Indigo technology offers superb printing results and closest match to offset quality," says Faurite.

Having added the HP Indigo press 5500 to its 4,000m² print facility, Imprimerie Daniel Faurite benefits from a digital press that provides six-colour printing capability and uses liquid HP ElectroInk technology to deliver results that combine the look and feel of traditional offset with genuine photo quality.

Keen to promote the company's newly acquired print solution, Imprimerie Daniel Faurite held an open day several weeks after installing the HP Indigo press 5500 to demonstrate the print quality to some of its key clients – some of whom appeared impressed, if not a little surprised at the level of achievable quality.





“Thanks to its ability to deliver short-runs and the closest match to offset printing quality available on the market, the HP Indigo press 5500 will enable us to capture new clients via a service and versatility superior to that of our competition.”

Eric Faurite
Co-director,
Imprimerie Daniel Faurite

“I think that one or two clients had been swayed by the notion that digital printing still has some way to go as regards to successfully matching the punching power of offset,” explains Faurite, “but the same people were willing to stand corrected when they saw the impressive colour vibrancy of our HP Indigo press.”

According to Faurite, adding the HP Indigo press 5500 to its printing stable has brought with it a number of benefits, and demonstrates the company’s strategic goal to increase its dynamism and be better positioned to not only serve existing customers, but attract new ones.

“I’ve no doubt that the 5500 press will enable us to capture new clients, as we are able to provide a service and versatility superior to that of our competition,” he explains. “Overnight we have altered the shape of our offering in many respects. We can now cost-effectively respond to demands for smaller quantities and, if required, can easily print 50 copies of a 120-page brochure.”

As Faurite observes, the trend for smaller runs has invariably meant that the company is working with its customers more frequently than before.

“Once upon a time, a client would order, say, 5,000 catalogs a year. They would be content with certain information becoming outdated a few months later and accept a little wastage,” he explains.

“Today, the rapid rate at which information changes means the same client typically wants to order 1,000 catalogs five times throughout the year, but not pay five times the price as would be the case using traditional offset printing. Thanks to the HP Indigo press 5500, we’re able to meet such requests and make it cost-effective both for the customer and ourselves.

“Additionally, in terms of size, we were previously limited with our offset equipment, but can now deploy various size formats. This has significantly broadened the scope of graphic arts projects that we can undertake,” he adds.

For Imprimerie Daniel Faurite, the ability to print to more varied size formats, as well as print to a thicker range of substrates, specifically overcomes the issue of certain customers being compelled to use different suppliers according to the size requirements of the print job.

“This was previously an irksome problem for both, us and our customers as it runs contrary to their need for a fewer range of suppliers,” continues Faurite.

Going from a standing start with digital printing in September 2010, Faurite is nonetheless quick to acknowledge the immediate impact the HP Indigo press 5500 has had on business.

“The results speak for themselves,” he smiles. “In only ten months the HP Indigo press 5500 has been directly responsible for generating around €350 to 400,000 worth of turnover. This is quite remarkable and clearly underscores the extent to which our business – as well as our clients – needed a digital printing capability.”

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p>Industry sector: General Commercial Printing</p> <p>Business name: Imprimerie Daniel Faurite</p> <p>Address: Parc d’activités des chênes Route de Tramoyes – Les Echets 01700 Miribel France</p> <p>Tel: +33 4 72 26 50 00</p> <p>Web: www.faurite.fr</p>	<ul style="list-style-type: none"> • Meet increasing demand for short-run lengths. • Deliver output quality offering the closest possible match to offset quality. • Strengthen ability to undertake a broader range of applications. 	<ul style="list-style-type: none"> • HP Indigo press 5500 	<ul style="list-style-type: none"> • Increased turnover between €350 – 400,000 in just ten months. • Capability to print shorter-run lengths, cost-effectively. • Enhanced edge over non-HP Indigo equipped competitors.

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



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