



## PICPONG BRINGS PREMIUM PRINTING TO ISRAELI CONSUMERS WITH HP DESIGNJET SYSTEMS



**Picpong.co.il**  
חופכים תמונה קטנה לגדולה !

Established in 2004, Picpong is the leading Israeli print business for wide format graphics printing. It was formed to exploit the growing market for one-off digital prints for consumers and has grown to become a well-known chain of colourful, distinctively branded stores and online shopping site. At the heart of its value proposition is high-quality printing and flexibility in terms of size, material and ink, so choosing the right print partner was critical from the outset.

### Simple specialist printing

"We began as an internet-only operation with an incredibly simple three-click process for consumers; step one: upload your photo; step two: choose size and media; step three: confirm payment; and within 10 days your print would arrive. We also outsourced all our printing to a local print shop," explains Picpong co-founder Kuki Saad. "However, as our business grew and we established a physical presence in popular shopping malls, we realised that it would make more sense to bring the printing in-house so we could handle higher volumes more flexibly without compromising on quality."

Saad went to a printing exhibition armed with an amateur digital photograph of his family and asked several major vendors to print it on their best large-format canvas. HP produced the best results.

"It was a non-professional photo much like my customers provide, so I could get a sense of which printer would be able to transform it into something special. HP blew the rest away in terms of quality, sharpness, colour and media. We knew it was the best fit for our business," adds Saad.

### Putting HP at the heart of printing

Saad said he uses the HP logo in all his branding to reflect how important HP technology is to his business, and to put it at the forefront of his value proposition to customers.

Now, Picpong operates one central printing house with three HP Designjet Z6100 Printer<sup>(1)</sup> devices and four print stores in shopping malls across Israel, each equipped with HP Designjet Z5200 PostScript or Z3200 Photo Printers. It also maintains its internet presence. Between them, they produce thousands of prints every week.

"The HP Designjet Z6100s are the high-end production printers that handle the lion's share of the work, but we also think it's important to have printers in-store as well so customers can come in and see how the business works from printing to framing," says Saad. "It also helps us upsell in the stores when we can show the process and demonstrate different inks and media."





*“HP is at the heart of our business. It enables us to provide the highest quality print production on the best, most enduring media for consumers and businesses across Israel.”*

**Kuki Saad**  
 Founder, Picpong

**Prints that last a lifetime**

Most of Picpong’s prints are done on HP Artist Matte Canvas or HP Premium Instant-dry Gloss and Satin Photo Papers, all of which provide superb quality and flexibility.

“HP Artist Matte Canvas is the Rolls-Royce of fine art media. It doesn’t stretch or break during the framing process and the colours stay fresh forever. In fact, we are so confident in HP media that we offer a 150-year guarantee,” comments Saad. “Competitive products may be cheaper but that is reflected in the poor quality of the reproduction and the fact that colours will fade within a few years.”

HP also provides Picpong with service and support to ensure its business runs smoothly: “If we have a problem, our call is answered in seconds. HP knows we can’t have interruptions to our business and the team will go to the moon and back to resolve any issues we have quickly.”

**Breaking into B2B**

With its consumer business now well established, Picpong invested in a HP Scitex FB700 Industrial Printer to pursue the substantial opportunity in the B2B market.

“The HP Scitex FB700 Industrial Printer allows us to print to any fabric or material and to print for outdoor use which is important for commercial applications,” explains Saad.

“As a result we are seeing a lot of interest from businesses that want to produce signage, pop-up stands, banners and all manner of bigger, high-value print jobs.”

For example, one of Israel’s leading high street fashion retailers recently asked Picpong to supply prints on HP PVC-free Wall Paper for its shop windows in 120 stores. Because the window displays change with the fashion seasons every six months, the prints had to be easy to install and replace.

“This customer had been using vinyl wallpaper, which must be professionally applied to avoid bubbles and which also causes a lot of damage to the plaster underneath when it is replaced,” says Saad. “Thanks to HP, we are providing high-quality, full-colour pre-pasted wallpaper that is easy to put up and, more importantly, peels straight off without any damage. For a company that changes the backdrop to its mannequins regularly, that is a big plus point.”

Never a company to rest on its laurels, Picpong is exploring other ways HP can help to expand its business.

“We are looking at investing in an Indigo press to enable us to print albums, calendars and other specialist outputs,” concludes Saad. “HP has been the ideal partner for us and will continue to be central to our business for many years to come.”

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p><b>Industry sector:</b> Sign &amp; Display</p> <p><b>Business name:</b> Picpong</p> <p><b>Headquarters:</b> Dizengof Center Tel Aviv 64332 Israel</p> <p><b>Telephone:</b> +972 3 620 5005</p> <p><b>Web site:</b> www.picpong.co.il</p>	<ul style="list-style-type: none"> <li>• Provide high-quality, large format prints on a range of media within tight timeframes.</li> <li>• Ensure prints last a lifetime.</li> <li>• Exploit new business opportunities by enabling print to any surface and outdoor printing.</li> </ul>	<ul style="list-style-type: none"> <li>• Three HP Designjet Z6100 Printer<sup>1)</sup> with original HP 91 Photo Inks.</li> <li>• Two HP Designjet Z5200 PostScript Printer with original HP 70 Photo Inks.</li> <li>• Two HP Designjet Z3200 Photo Printer with original HP 70 Photo Inks.</li> <li>• HP Scitex FB700 Industrial Printer with original HP FB250/FB251 Scitex Inks.</li> <li>• HP Artist Matte Canvas</li> <li>• HP Premium Instant-dry Gloss Photo Paper</li> <li>• HP Premium Instant-dry Satin Photo Paper</li> <li>• HP PVC-free Wall Paper</li> </ul>	<ul style="list-style-type: none"> <li>• HP printers, media and inks enable Picpong to deliver the best quality products to its customers in-store and online.</li> <li>• Picpong is producing thousands of prints for happy customers every week, making it the largest print chain and website in Israel.</li> <li>• The HP Scitex FB700 Industrial Printer is enabling Picpong to successfully target the lucrative B2B market by printing for outdoors and printing to any surface.</li> <li>• Thanks to HP large format printing materials, Picpong can offer a 150-year display permanence guarantee on prints produced with HP Artist Matte Canvas and HP Premium Instant-dry Gloss and Satin Photo Papers.</li> </ul>

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

1) The HP Designjet Z6100 Printer has been replaced by the HP Designjet Z6200 Printer go to [www.hp.com/go/DesignjetZ6200](http://www.hp.com/go/DesignjetZ6200)

