

KL Druck maintains competitive edge with HP services



AT A GLANCE

Industry: Sign & Display

Business name: KL Druck/Kürten & Lechner GmbH

Headquarters: Germany

Website: www.kldruck.com

KL DRUCK

CHALLENGE

- Continue to grow digital printing by 15 to 20 per cent per year.
- Meet demanding deadlines, even one- to two-day turnaround, without compromising quality.
- Ensure smooth operations in diverse printing environment.
- Move to new premises with minimal disruption.

SOLUTION

- HP Scitex FB7500 Industrial Press
- HP Scitex TJ8350, TJ8500 & TJ8600 Industrial Presses
- HP Scitex XP5300 Industrial Printer
- HP Scitex LX600 Industrial Printer
- HP Scitex XL1500 Industrial Printer
- HP Designjet Z6200 Photo Printer
- HP Scitex Maintenance Service Contracts at Full Coverage level on all HP Scitex Presses.
- HP Scitex Print Care on HP Scitex FB7500, TJ8500, and TJ8600 Industrial Presses, HP Scitex XP5300 Industrial Printer.
- HP GMG ColorServer Suite for HP Scitex.

RESULTS

- Combination of HP Industrial Presses and Printers and full coverage Maintenance Service Contracts ensure smooth operations and enable KL Druck to meet demanding deadlines.
- Potential downtime costs are avoided due to service contracts making the contracts a "very good investment."
- Commitment to customer satisfaction and ongoing support from HP and on-press HP Scitex Print Care tools reduce press downtime and help maintain high-quality output.
- HP helps KL Druck stay up to date, with the widest portfolio of digital industrial presses, supporting continued profitability and growth.

“Our partnership with HP is something we can always count on. It helps us to increase production, keep our customers happy with state-of-the-art printing solutions and maintain our competitive edge.”

— Gunther Fells, digital printing manager, KL Druck

Providing its customers with a superb mix of quality, innovation and customer service has always been a driving force for Kürten & Lechner, also known as KL Druck. As one of Germany's biggest full-service printers, the 112-year-old company has a well-earned reputation for delivering a wide spectrum of high-quality offset, screen and digital printing services. Today, digital printing accounts for 40 per cent of KL Druck's business, with that percentage growing fast every year.

According to Gunther Fells, digital printing manager at KL Druck, the company's use of HP Scitex and Designjet systems coupled with HP service programmes is a key factor in its ability to drive innovation and confidently deliver a broad product portfolio that matches customers' needs. “For us, it is really important to partner with a company that provides an end-to-end solution. Using the same technologies for the vast majority of our digital printing has major advantages. I can boost efficiency by moving the same operators around between different printers.

“It's also easier to maintain a stable production environment when you know how to react when support is needed. And of course, with the help of HP's cutting-edge digital printing technologies, we can be among the first to enter new markets, satisfy changing customer needs, and increase profits.”

No time for downtime

As customers get accustomed to fast turnaround time with digital printing, deadlines become more demanding. “We used to have at least one or two weeks to complete analogue printing projects,” says Fells. “Now, we often have to deliver digital jobs in just one or two days. This leaves us with zero tolerance for machine downtime.”

To meet this constant demand, KL Druck relies on HP Scitex Maintenance Service Contracts to ensure its presses run smoothly. The contracts provide all-inclusive support coverage on its HP Scitex Presses after the standard warranty period is over.

“With so many presses and printers, the ability to get immediate support gives us confidence to deliver jobs on time; it also helps to know the terms and costs up front,” explains Fells. “The service contracts are almost like insurance for us. Even though we don't always make use of the support on all of the machines, we don't cancel the contract as we may really need it one day, and then HP is there for us.”

In the view of Gerhard Worch, general manager of KL Druck, the pay-off from service contracts is straightforward: “Compared to the cost of a very expensive machine not running for a period of time, a service contract is a very good investment.”

More uptime and less stress, with HP Scitex Print Care

KL Druck's end-to-end experience is further enhanced with HP Scitex Print Care, a set of diagnostic and maintenance support software tools installed on its HP Scitex high-end presses.



Operators use this tool to effectively maintain the HP presses, diagnose problems that arise, troubleshoot them, and communicate directly with HP support. With the Call me @ HP webcam feature, operators get real-time remote assistance from HP technicians via video.

According to Fells, using HP Scitex Print Care has noticeably reduced press downtime while also lowering stress for KL Druck operators. “When problems occur, our operators get the diagnostics and troubleshooting guidance they need to either fix them themselves or resolve them online with HP engineers. This makes the work a lot easier for the operators and saves us a lot of time.

“We use the tool's maintenance reminders to proactively check and clean our printers to prevent future issues from arising,” continues Fells. “We also analyse production information to ensure we keep printing at top speed for the quality we need.”

Moving forward with confidence

After entering the large format digital printing arena with only one digital printer, KL Druck grew quickly to 13 digital machines (eight from HP). The rapid growth meant that new presses were installed wherever they could fit rather than according to a predetermined plan. Now, KL Druck is moving to a new site, created specifically for its needs, enabling it to properly organise its production floor. This will allow the company to streamline processes and increase efficiency. It will also provide room for digital growth, which Worch says is expected to come at a rate of 15 to 20 per cent a year in the coming years.

As part of the service provided by HP, its engineers assisted KL Druck in planning the move. This included working with the company to create a moving schedule for each of the printers and presses, and analysing the problems that may be encountered during the move. With careful planning, the risks involved in such a move can be greatly reduced.

Fells sees HP as an integral partner in its transformation and growth over the years. “As a major player in the printing industry, HP invests a lot in developing and improving its technology. HP also plays a proactive role in our partnership by giving us information on the latest market trends and contributes ideas that we can implement to help grow our business. We are thriving with HP.”



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