



# SWITCHING TO NEW HP XP222 SCITEX INKS PUTS BUSINESS INTO TOP GEAR

## Nivell Publicitari

Nivell Publicitari focuses on high product quality, unrivalled customer service and constant technological innovation to build its business success in printing outdoor applications. Set up in 2001 in Barcelona, Spain, the business strategy adopted is paying dividends. Despite the financial crises, they have added a further five employees to their team to bring the staff total to 47, and the company's revenue has remained solidly above their record €9 million.

### Certifying quality for their customers

Jose Antonio Marina, the managing director, describes the strategy behind Nivell Publicitari's success. "We're a certified ISO 9000 company. Customers appreciate that quality is a core value to us throughout our business. Our ISO 1400 certification is a testament to the growing importance that Nivell Publicitari, and society as a whole, place on environmental system management. I don't know of any other company in our sector that has attained ISO 1400. Printing of outdoor advertising displays was once a market dominated by solvent ink technology largely on PVC. The future success of printing applications will increasingly depend on production processes and technologies that minimize the environmental impact of printing, and recyclable printing materials, such as textiles, will take a growing share of market."

### Innovation maximizes performance

As part of a business policy adopted in 2008, Nivell Publicitari are phasing out solvent printers and have

invested in HP technology in a single-supplier strategy. To satisfy customer application demand they have added the HP Scitex XP2700, XP2750 and XP5300 and LX600 Printers. The strategy is paying off. HP recently introduced new inks to replace the HP XP220 Scitex Inks. The new, eight-color HP XP222 Scitex Inks for the XP series of HP Scitex printers<sup>1)</sup> are having a radical impact on their business. Jose Antonio describes the transformation: "HP's new XP222 Scitex Inks were a perfect match for our strategy. The XP222 inks are not only pigment-based UV inks, so less aggressive than inks commonly used for outdoor advertising displays, but we also get over 10 percent more output than with the XP220 inks, plus higher image quality and faster production speeds to get the sellable quality we need."

### Tangible returns from HP XP222 Scitex Inks

Jose Antonio explains where the greatest gains are made: "We recently printed 4,000 m<sup>2</sup> (13,123 ft<sup>2</sup>) of sponsor's banners on reinforced, 510 gram, opaque PVC for Barcelona Football Club. With the new XP222 Inks the cost of ink per square meter has fallen from €1.15/m<sup>2</sup> to €0.85/m<sup>2</sup>. Additionally, we achieved sellable quality with a faster print mode. The images were more vivid and had a greater impact. Colors were more lively. We can take on more work with our improved output performance, and with no impact to delivery schedules. We print about 30,000 m<sup>2</sup> (98,425 ft<sup>2</sup>) per month, 24 hours a day, five days a week. The new inks deliver a 3,000 m<sup>2</sup>/month (9,842 ft<sup>2</sup>) gain in capacity in the same amount of time, or, in other terms, a 10 percent saving in labor costs per month."





**Jose Antonio Marina**  
Managing director  
Nivell Publicitari

### Gains that are visible to the customer

The higher image quality offered by the new, eight-color HP XP222 Scitex Inks really stood out on the four hundred 90 x 120 cm (2.95 x 3.94 ft) backlit adhesive banners placed in light boxes around the stadium. Jose Antonio describes the difference. "Our previous inks would give some banding at high speeds. The new XP222 Inks produce the print quality our customers expect but at higher printing speeds. I presume it's the new ink formulation. The printed output with the new inks is also more resistant to cracking or scratching during handling and installation. When you print and install a 1,000 m<sup>2</sup> (3,281 ft<sup>2</sup>) building wrap printed on mesh, you have to apply grommets or solder strips together, roll up and unroll the output for shipping, and then hoist it up the side of a building, and the new inks have reduced the visible impact of handling and finishing the output."

Nivell Publicitari has successfully adopted the new HP XP222 Scitex Inks to print applications on a broad range of media, from PVC banner, paper and textiles to rigid substrates such as KAPA<sup>®</sup> boards and FOREX<sup>®</sup> rigid sheets.

### A smoother flow saves costs

"We have noticed that the new ink sticks to the printheads less than the old inks, so there is less clogging and less need for maintenance. Printheads last longer and perform more efficiently. Stoppages for maintenance are fewer and less ink is wasted when spitting ink to clean the printheads. Overall we save one to one and a half hours per week previously wasted because of stoppages."

Jose Antonio Marina states that the upgrade process is made very simple with HP's upgrade kit that includes the parts and printer firmware needed, and the ink system does not require complete flushing.

The new HP XP222 Scitex Inks for the XP series of HP Scitex printers also facilitate shipment and delivery of products with respect to the restrictions imposed on transportation of solvent-based products. For the national road show of a major bank, Nivell Publicitari has delivered and installed printed products at 22 different sites over the last year, and in any given month can produce nearly 7,000 m<sup>2</sup> (22,966 ft<sup>2</sup>) of printed output on PVC for the same client. Antonio explains the challenges they no longer face. "Organizing special transportation was time-consuming and a logistical challenge. Some countries, particularly in Northern Europe, have strict guidelines on transportation of solvents and solvent-based products. Products printed with the HP XP222 Inks can simply be included in a shipment containing other goods, saving time and minimizing transportation costs."

### Ensuring a solid financial future

Today, Nivell Publicitari is maximizing its financial returns from its investment strategy by exploiting HP innovations in printing technology. Jose Antonio concludes: "HP is a world leader in printing technology and solutions. HP reliability, service and support has given us the peace of mind to phase out non-HP printing technology and HP's new XP222 Inks are a prime example of how HP innovation has improved our return on investment."

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p><b>Industry sector:</b> Sign &amp; Display</p> <p><b>Business name:</b> Nivell Publicitari</p> <p><b>Headquarters:</b> Barcelona, Spain</p> <p><b>Telephone:</b> +34 93 451 79 61</p> <p><b>Web site:</b> www.nivellpublicitari.com</p>	<ul style="list-style-type: none"> <li>• Print at higher speeds to boost production capacity.</li> <li>• Achieve sellable image quality with lower ink cost per square meter.</li> <li>• Print outdoor applications with lower environmental impact than printing with solvent inks.</li> <li>• Maximize printer uptime by minimizing maintenance stoppages.</li> </ul>	<ul style="list-style-type: none"> <li>• HP XP222 Scitex Inks for the XP series of HP Scitex printers.</li> <li>• HP Scitex XP2700 Printer</li> <li>• HP Scitex XP2750 Printer</li> <li>• HP Scitex XP5300 Printer</li> <li>• Range of media from paper to PVC and rigid substrates.</li> </ul>	<ul style="list-style-type: none"> <li>• Higher printing speed for offers 3,000 m<sup>2</sup> gain per month (9,842 ft<sup>2</sup>) in production capacity or a 10 percent saving in labor costs per month.</li> <li>• Lower ink consumption to achieve sellable quality – €0.85/m<sup>2</sup> versus €1.15/m<sup>2</sup> before.</li> <li>• New HP XP222 Scitex Inks stick less to printheads, saving one to one and a half hours/month on maintenance.</li> <li>• Reduced handling and shipping restrictions on pigment-based UV inks saves time on shipping logistics compared to solvent inks.</li> <li>• Solvent to UV conversion strategy on course.</li> </ul>

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

1) HP Scitex XP2100 Printer, HP Scitex XP5100 Printer, HP Scitex XP2700 Printer series, HP Scitex XP5300 Printer (in standard mode), and HP Scitex XP2300 Printer (in standard mode).

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

