

# RODONA uses a combination of HP digital printing presses to compete in the market of short-run books



## AT A GLANCE

**Industry:** Publishing

**Business name:** RODONA Industria Gráfica

**Headquarters:** Pamplona, Navarre, Spain

**Website:** [www.onaingraf.com](http://www.onaingraf.com)



## CHALLENGE

- RODONA Industria Gráfica was looking for a solution for its activity focusing on printing legal publications, which increasingly required ever shorter print runs, reductions in delivery times and less complicated logistics.
- At the same time, the company wanted to ensure competitiveness and profitability without failing to meet the short-run requirements.
- Quality was not negotiable, nor was the need to offer a wide range of substrates for printing, both in black and white and in color.
- The ideal solution was deemed to be an integrated response from prepress to printing and inline finishing.

## SOLUTION

- The HP T300 Color Inkjet Web Press offered a combination of speed, versatility and print quality that met the requirements for publications' interiors.
- RODONA selected an HP Indigo press 5500 for printing book covers because it provided the image quality and a very similar look to offset printing, which complemented web press production.

## RESULTS

- The company benefited from the combination of the HP T300 Color Inkjet Web Press and the HP Indigo press 5500.
- The press, together with a Müller Martini inline binding system, enables sufficient profitability on short-runs within the context of a very efficient work flow.
- On-demand production practically eliminates the need for storage – in house or by the client.
- High-quality books and magazines can be produced digitally and with a great versatility of finishes.

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“We didn’t just evaluate the HP T300 Color Inkjet Web Press, but we chose a company that was firmly committed to the technology. At that time it was HP, and time has shown that it was the right decision.”

– Alberto Senosiain, general manager, RODONA Industria Gráfica

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Success often comes from a combination of opportunities and technology. At RODONA Industria Gráfica, Pamplona, Spain, this is what is happening.

ONA Industria Gráfica is an established company producing books, magazines or any kind of artwork on conventional B1 offset presses. ONA is widening its business by acquiring the printing section of a recognized legal publisher and has created a new subsidiary, RODONA, to undertake the printing, supply and distribution of the legal publisher’s products.

“The legal nature of the content of the publishing house meant ever smaller print runs, but with a greater number of titles and continual updates,” explains Alberto Senosiain, general manager, RODONA Industria Gráfica. “At the same time, it was found that there was an increasing demand for books with some or all pages in color.”

The aim was to meet these demands, and to do so RODONA had to find presses that would allow short-run books and magazines in black and white and high-quality color to be produced profitably with short turnaround times.

“In the last few years, the development of new technologies has enabled new printing models to better adapt to these market conditions,” says Alberto Senosiain. “In our case, its introduction has meant a radical change in the company’s activity. However, this technological development has provided us with a niche in the market which enables us to acquire new clients interested in this new production method.”

### Building the solution

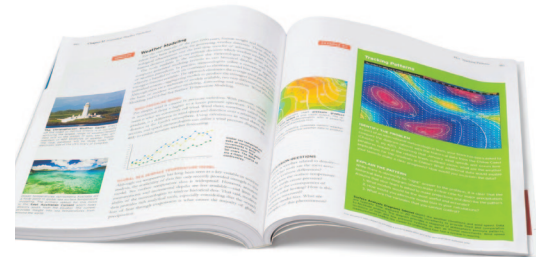
RODONA Industria Gráfica pondered over its decision for a long time before buying an HP T300 Color Inkjet Web Press and an HP Indigo press 5500. It was the company’s first foray into digital printing; therefore the alternatives were studied in great detail.

“Our aim was to obtain a result that was as close as possible to offset printing,” Alberto Senosiain comments. “HP understood our project perfectly and we quickly committed to working with them.”

The HP T300 Color Inkjet Web Press is a four-color press which can print at speeds of up to 400 feet/min (122m/min) or 2,600 letter-size pages per minute with a web width of 30in (762mm) that allows printing on 27lb text to 130lb cover (40g/m<sup>2</sup> to 350g/m<sup>2</sup>) media with optional upgrade.

The selection of the HP Indigo press 5500, initially for the production of book covers, was based on the 12.48 x 17.7in (317 x 450mm) image format, on offset color quality, and on the versatility of substrates, coated paper up to 130lb (350g/m<sup>2</sup>) and uncoated of 120lb (320g/m<sup>2</sup>). For finishing, RODONA Industria Gráfica chose a Müller Martini inline system.

“It’s one of the most sophisticated systems in the world in its class,” says Alberto Senosiain. “With this system, we give the printed product a totally professional finish, whether milled, sewn, with hard cover or stapled.”



Today, RODONA prints books and magazines in color or black and white, in short or progressive runs and with or without personalization. The company bases its production on short-run printing: it only produces the copies needed and, given that turnaround time is very fast, there is no need to print extra copies for stock.

### Exploring new opportunities

“We understand that, with this new printing technology, we can make products of the highest quality at a very affordable price. There is no more worrying about having a minimum number of copies to be profitable,” says Alberto Senosiain.

“At present, it is potential buyers, or sales provisions, that determine the viability of a book. With this new printing method, what it sold is the content and there is no need to reach a minimum number of copies to be profitable; we produce what is needed, when it is needed,” he continues.

“Indeed, price is linear and not progressive like in offset, but it is an optimal solution for short-runs and those with variable content. It is not a case of competing with offset but complementing it to provide the right and profitable response to a certain type of publication that can be updated at any time.”

Alberto Senosiain sees several opportunities for developing new markets with digital book production capabilities for RODONA.

“We know there is an already existing market: reprinting publications with no need for minimum quantities, which can revive publishing houses, since any title can be reprinted irrespective of the number requested while maintaining a high level of quality and a very quick turnaround.

“We also believe that there is a great opportunity in ‘à-la-carte content’ sales,” says Alberto Senosiain. “This is where we believe the real future of the publishing market lies. Books become the media for personalized content. Instead of disappearing, paper should complement other publication systems such as eBooks.

“Our concern goes beyond a mere production target since we are able to get rid of paper wastage, storage and obsolescence which forces printed matter to be destroyed, so, in short, it is a more environmentally friendly and sustainable system of production,” he concludes.

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