

HP Indigo Major PM Service helps RPI keep its digital presses running like new



At a glance

Industry: Photo Specialty
Business name: RPI (Reischling Press Incorporated)
Headquarters: Seattle, Washington, USA
Website: www.rpiprint.com

Challenge

- RPI needed to maintain consistent colour quality and maximise uptime and productivity on its HP Indigo digital presses to deliver personalised consumer photo products during peak seasons.

Solution

- The company purchased the HP Indigo Major Preventative Maintenance (Major PM) Service and HP Onsite Uptime Parts Kit – two important tools that help it efficiently deliver consistent colour quality and keep its presses running at full speed.

Results

- The HP Indigo 5000 Digital Press allows RPI to print offset-quality photo products on a range of run lengths.
- Using the HP Onsite Uptime Parts Kit, RPI improved uptime by 15% to 20%.



“At the end of the day, what’s important is that you know exactly what you can achieve on a consistent basis across your fleet.”

—Rick Bellamy, CEO, RPI

What does it take to be a professional photographer? A good eye, certainly. But most pros know that talent and skill only come through when the prints are of the highest quality. That’s where RPI (Reischling Press Incorporated) comes in.

Based in Seattle, Washington, RPI teams up with retailers that have developed a strong market presence and a compelling user experience so that RPI can focus on what it does best – producing premium photo consumer products, personalised and on demand.

With more than 50 digital production devices in Seattle and the Netherlands, RPI is a top US photo book producer¹ with a long history of using HP Indigo technology. That experience has allowed RPI to develop deep knowledge of the technology, which helps the company maintain its HP Indigo digital presses and keep them running like new. The “workhorse” of RPI’s production environment, according to Rick Bellamy, CEO at RPI, is the HP Indigo 5000 Digital Press, which RPI relies on for consistent photo quality and high productivity.

“Our partners demand the highest possible image quality. The HP Indigo 5000 produces, in many cases, better than offset quality, and because it’s digital, it supports one-to-one personalisation, which is really the core of our business,” Bellamy says.

Onsite parts kits improve productivity and print quality

It’s not easy for a company like RPI, which prints millions of impressions each day across its three locations, to keep its digital presses up and running during the peak holiday season when every minute counts. In the past, to keep up with the demands of a growing market, RPI kept multiples of a machine to ensure it met its promise of fast turnaround and delivery.

Now, with an HP Onsite Uptime Parts Kit for each of its digital presses, RPI can schedule more work and maintain higher uptimes. Bellamy estimates that RPI can commit to 15% to 20% increased workloads on its HP Indigo digital presses due to having essential parts onsite and readily available for repairs.

In addition to uptime, RPI has also found that proper maintenance ensures consistent print quality between its many HP Indigo 5000 Digital Presses. “At the end of the day, what’s important is that you know exactly what you can achieve on a consistent basis across your fleet,” says Bellamy.

Major PM Service keeps digital presses running smoothly

In 2011, RPI took its commitment to proper maintenance to the next level by carrying out HP Indigo Major Preventative Maintenance (Major PM) Service on four of its HP Indigo 5000 Digital Presses.

An HP Indigo digital press specialist overhauls the press by inspecting it and replacing the parts that are statistically most likely to fail. The specialist runs CATP files before



and after maintenance to ensure that the press’s prints adhere to HP Indigo standards and to indicate where improvements can be made in press quality. After the service is complete, an HP programme manager will continue to check in on a weekly basis over the next three months.

“Over time, everything wears,” Bellamy says. He adds, “We did this right before our last peak season, and we feel the presses that received HP Indigo Major PM Service performed very well for us.” RPI is counting on preventative maintenance from HP to reduce maintenance time and increase productivity, which is why the company expects to overhaul more presses in the coming year.

Uncompromising image quality

RPI is committed to keeping its HP Indigo digital presses running at maximum capacity, and it believes HP Indigo offers the highest image quality for high-end photo specialty products.

“Our customers don’t want to compromise. In the photography business, they’re used to silver halide–level quality. HP Indigo digital presses are really the first devices that can truly emulate the photographic quality that our customers demand,” Bellamy says.

According to Bellamy, that uncompromising image quality is made possible by HP ElectroInk. Not only does ElectroInk allow RPI to achieve a wider colour gamut than offset, especially when jobs require brand or spot colours, but the unique liquid ink technology is more versatile than other printing technologies.

Bellamy explains, “Unlike traditional toner technologies, where you get the look of melted plastic that sits on top of the surface, ElectroInk really allows the characteristics of the substrate to come through.”

HP helps RPI grow

Bellamy says HP is bolstering RPI’s status as a leader in personalised print products by providing best-in-class image quality, adding capabilities that can increase productivity and profitability, and helping print service providers get more life out of their investments.

He adds, “HP has committed to this industry by providing compelling technology that defines what’s possible in our space. We look to HP to help us extend our leadership in the market.”

¹) Futuresource Consulting, “Consumer Photobook Market Report: USA,” August 2011.

