

dpod delivers digital perfection with HP Indigo and Scitex technology



AT A GLANCE

Industry:
General Commercial Printing

Business name: dpod

Headquarters:
Auckland, New Zealand

Website: www.dpod.com



CHALLENGES

- dpod prided itself on delivering high-quality digital print work to its clients, but was unable to match the quality of competing offset printers.
- It required a solution to deliver offset-quality that clients demanded printing for short or variable production runs.

SOLUTIONS

- dpod invested in an HP Indigo Press 3000 and HP Indigo Press 5000 to expand its printing services for clients.
- The company subsequently purchased an HP Scitex TJ8500 Industrial Press and an HP FB7500 Industrial Press Upgrade for wide format printing.

RESULTS

- dpod immediately increased revenue by one-third through providing a broader range of digital solutions to its clients.
- The HP Indigo quality is equivalent to offset printing, with the colour consistency its clients demand.
- The HP Scitex Industrial Presses have enabled dpod to expand its service offering into large-format printing and packaging solutions.

“Going into the Indigo products certainly launched us forward – the quality from the HP Indigo presses was so much better than what we had before, and people could see it as an offset alternative.”

– Andrew Nalder, Managing Director, dpod

dpod is an award-winning general commercial printing servicing company across New Zealand from offices in Auckland and Wellington. The company began as a digital cut-sheet printer with no customers and built its reputation by providing rapid, high-quality production of short-run print work as well as Design, Photography and Video from the late 1990s.

Digital technology is the basis of dpod's services, as it is the most economical option for short production runs. Its customers include multinational companies such as Adshel, Progressive Enterprises and The Farmers Trading Company and a range of corporate, design companies, advertising agencies and print management companies. dpod has expanded its services from initial POS and marketing collateral and full-colour manuals to offer a wide range of solutions in standard and wide-format printing.

Investing for quality

dpod's Managing Director Andrew Nalder says it was his company's on-going drive for quality that led him to first investigate HP Indigo digital presses in 2003. Indigo's ability to print without film and plate made it ideal for the customised short-run work demanded by dpod's clients.

While dpod prides itself on the quality of its output, Nalder says the company had struggled to match the results of its rivals who used offset. So in 2003, dpod acquired its first HP Indigo Press 3000.

Nalder says he was “blown away” by the quality of its output. “It just looked like offset printing to me. The output from our original digital print technology had a very ‘layered’ appearance, and a lot of our clients didn't like that look. They preferred a flatter look, and Indigo offered us that.”

Revenue growth from digital

The HP Indigo Press 3000 boosted dpod's revenue by a third, enabling the company to expand into direct mail and POS while increasing the number of substrates it could use. This immediate success led dpod to purchase a second HP Indigo Press 5000 just one year later.

“The volume was growing so rapidly that we needed to buy a second press to handle it,” explains Nalder, adding that the two purchases were a key factor in the company growing its revenue from NZ\$350,000 (US\$275,530) in its first year to more than NZ\$11 million (US\$8.65 million) today. “You can almost directly map when we bought the technology on our sales growth curve. That's been quite a big growth in the past 13 years, and it is all because of the type of technology we've been offering.”

Broadening into wide format

The rapid payoff from the HP Indigo presses led dpod to seek additional new markets. In 2007 an opportunity arose to provide large-format printing for the outdoor advertising company Adshel, which led dpod to purchase a HP Scitex TJ8500 Industrial Press Upgrade which uses Ultra Violet printing technology to create stunning images without the use of volatile organic compounds (VOCs), and can print up to 400 sqm/hr at POP/POS quality in six colours.

“We put our toe in the water with the basic wide-format printers, and once it took off we went looking to buy a higher volume output device,” recalls Nalder.



Hence dpod's next purchase was an HP Scitex FB7500 Industrial Press Upgrade, which has enabled the company to expand into longer run length POS and packaging. “We have to steer towards areas where we have margin growth and general growth in the ability to sell a product, and packaging has certainly provided that,” explains Nalder.

Upgrade paths

Nalder has been particularly impressed by the upgrade path that HP has offered on its large format presses, with dpod upgrading its Scitex TJ8500 Industrial Press to the HP TJ8600 with minimal effort. The company is also upgrading its Scitex FB7500 Industrial Press to the FB7600 technology using HP's Upgrade Kit option, which will deliver a range of benefits in terms of print management and efficiency. “It is great for dpod to have upgrade cycles with our printing technology, because we have been able to easily upgrade our presses to the latest technology without having to pay for a whole new machine,” Nalder says.

dpod's investment in the HP Indigo presses has also delivered long term value, as both presses remain in use today. “The HP Indigo Press 3000 has done over 40 million impressions and it still does a really good job,” Nalder says.

Expanding with client demand

dpod's eagerness to expand its service offerings has been appreciated by clients such as Auckland-based brand management company Trio.

“Over the past 10 years dpod has become a valued supplier due to its quality, speed and consistency of colour,” says Ange McRae, Trio's general manager of client services. “We have more than 50 clients and they have varying needs that can range from small-format flyers and posters to more complex dye-cut presentation pieces. In retail, speed is imperative, and dpod allows us to deliver within a 24-hour turnaround timeframe for our clients. And it's reassuring for us to know that when the job gets delivered it is going to be delivered right, and the colours are going to be correct. Nothing is unachievable with dpod.”

For Nalder, having the support of clients such as Trio and the backing of HP technology means dpod can invest confidently in its future, including diversification into other services.

“We have to understand that print is changing. What we have tended to do is ask how we can sell more to our very loyal clients, and with the HP technology behind us, no one has an offering as broad as ours,” Nalder says.



Get connected.
www.hp.com/go/graphicarts

Share with colleagues.



@ 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.

4A4A-2013EEW, Created July 2012

