

# AV Print-Express impresses with innovative print ideas using HP Printing Technology



## AT A GLANCE

**Industry:** Sign & Display

**Business name:** AV Print-Express

**Headquarters:** Bonn, Germany

**Website:** [www.av-printexpress.de](http://www.av-printexpress.de)



**AV Print-Express**  
einfach beeindruckend

## CHALLENGE

- To use digital printing to open up new business channels and enable new application offering.

## SOLUTION

- AV Print used the flatbed HP Scitex FB500 Industrial Printer to print on rigid substrates such as glass, acrylics, FOREX, wood and ceramics.
- The company uses HP Latex Technology to produce fast-drying prints with outstanding image quality.

## RESULTS

- Annual sales growth of 30 per cent through digital printing business thanks to new business opportunities using HP Latex Technology.
- Orders delivered to customers one day earlier compared to production on solvent printers because print products do not require drying time before further processing begins.
- Greater flexibility in responding to customer orders because one-offs can be printed cost-efficiently.
- Easy realisation of new digital print product ideas such as printing on glass and producing of prototypes.
- Elimination of unpleasant odours in production thanks to the use of environmentally conscious, odour-free HP Latex Inks<sup>1</sup>.

“The HP Scitex FB500 Industrial Printer allows us to be very creative. The only prerequisite is a flat surface; this gives us the freedom to try out new approaches like printing on glass.”

– Iman Tehrani-Javid, co-owner of AV Print-Express



AV Print-Express is a family-owned print, copy, repro and media service specialist based in Bonn, Germany. The business started in 1999, working out of tiny premises. It has since opened a second branch, with the first store now five times its original size. It has earned a reputation for innovation and a unique service offering.

According to co-owner of AV Print-Express, Iman Tehrani-Javid: “Our growth is almost exclusively attributable to large-format digital printing with HP printers. Since buying our first large-format printer, the market has exploded, with sales growing by 80 per cent in the past three years alone.”

From the outset, the company has been working with HP large-format printers; the first being an HP Designjet 5500 Printer. Since then, the company's printer pool has grown steadily. Today it includes two HP Designjet Z6100 Printers, an HP Scitex FB500 Industrial Printer and two HP Designjet L25500 Printers for outdoor advertising applications.

“With every new HP large-format printer, we've been able to grow our client base and realise new product ideas; that's why we are keen to keep investing in state-of-the-art print systems,” says Tehrani-Javid. “As soon as a new HP technology appears on the market offering us the potential for new business, quality improvements or greater efficiency, then we invest. To date, this strategy has proved highly successful.”

The company's clientèle includes private customers, small companies such as graphics and ad agencies, and a number of corporate clients. AV Print-Express prints an extensive range of digital print products – including posters, placards, canvas prints and shop window signage.

### Further processing without the wait

AV Print-Express invested in HP Latex Technology to replace solvent printers – primarily for printing PVC banners and self-adhesive sheets for window signage or car stickers. “Compared to the solvent printers, processing is now much faster,” comments Tehrani-Javid. “With the solvent printers, the ink had to dry for 24 hours before further processing. Now, with the HP Latex Inks, the printed products can be laminated and glued almost immediately. The benefit: customers receive the products one day earlier and AV Print-Express no longer requires a storage area. Unpleasant odours are also eliminated.”<sup>1)</sup>

### Offering an innovative solution

Using the HP Scitex FB500 Industrial Printer, a flatbed printer, the print service provider is now able to print on materials that would never have been on its radar, including glass, acrylics, wood, foam and ceramics.

The company produces glass splash backs for a kitchen manufacturer featuring custom print motifs, and glass shower screens for private customers featuring photo prints. For such products, AV Print-Express uses a specially-coated glass that accepts the ink. The company has had to develop considerable expertise for this high-precision work; the relatively expensive nature of the material means that perfect alignment of the design is vital. Furthermore, special print profiles have to be created to ensure good colour rendering.

AV Print-Express has also succeeded in print services for packaging, including using the HP Scitex FB500 Industrial Printer to produce corporate branding on white cardboard for a corporate client. The cardboard sheets are used at corporate events where they are folded into cardboard stools for product displays. It is easy to switch among various print jobs using different materials thanks to the clear information shown on the HP printer displays, which guide the user through every menu step.

### Prototype shelving and chairs

AV Print-Express intends to branch out further into the production of prototypes and is currently planning to purchase a bench-mounted spindle moulder. Tehrani-Javid is confident this will prove to be a “strong combination with the digital printers.” The spindle moulder will allow him to shape HP large format print designs on FOREX or acrylic to the customer's specifications. Another plan is to print on 1 cm thick corrugated cardboard to produce custom shelving, partition walls or sturdy display stands.

AV Print-Express will also expand its business by opening an online shop in the very near future. The HP large-format printers will play a vital role in this by allowing the company to process new orders quickly and reliably. Tehrani-Javid is confident that the evolution will be a success: “I'll continue to rely wholeheartedly on HP digital printers. They're reliable devices and, if ever there is a problem, HP Services are always quick to drop by.”

In the past, his experience with other service providers was not so positive. In fact, he once had to wait an entire week before the machine was up and running again. “As you might expect, that particular production downtime resulted in a considerable loss of revenue – which is the last thing we need.”

Tehrani-Javid says he feels in good hands with the service from HP Gold Specialist Macron, the supplier of the printers. “Macron provides optimum support, especially with the initial setup of the printer, making sure everything works perfectly. And the experts answer all of our questions, ensuring that we are able to reliably offer our customers new and innovative services.”

1) Some substrates may have inherent odour.