

Productivity gains from HP Scitex FB7600 Industrial Press drive Trocart to double-figure growth



At a glance

Industry: Sign & Display,
Corrugated Packaging

Business name: Trocart Srl

Headquarters: Milan, Italy

Website: www.trocart.it



Challenge

- Offer high-quality prototypes true to the finished product.
- Increase productivity and revenue.
- Expand range of printing materials.

Solution

- HP Scitex FB7600 Industrial Press with HP FB225 Scitex Inks.

Results

- New-market penetration and acquisition of new clients, including communications and advertising agencies.
- Increased environmental sustainability, thanks to gloss-effect printing without plastics.
- Turnaround times cut from days to hours.
- Improved customer service thanks to faster delivery times.

“HP technology is so advanced that once we saw a demo of a prototype of the HP Scitex FB7600 Industrial Press, we decided we had to adopt it ahead of schedule.”

– Loris Santolini, general manager, Trocart

Trocart was founded in 1980 to take advantage of a patent, which allowed plastic feet to be used instead of wooden pallets as the basis for cardboard display stands. The business is part of the Lombarda Imballi group, headquartered on the outskirts of Milan, Italy.

“The plastic feet patent meant that our cardboard display products could be more advanced and innovative, and these displays were initially printed using the flexographic and offset technologies available at the time,” says Loris Santolini, general manager at Trocart.

However, the advent of high-definition digital printing is changing the market and Trocart has paid close attention to these new technological developments. “We saw the potential of digital printing as early as 2004,” continues Santolini, “but we were not quite ready to embrace it at that point. In 2009, with the economic crisis at its peak, average order numbers fell sharply and we needed to find a way to restore flexibility, while also looking for new market opportunities.”

After looking around for the best solution for its requirements, Trocart opted first for the HP Scitex FB6700. This was partly so that Trocart could continue printing with water-based inks, a consideration when working in the food industry as there are no strong odours.

The company continues to use the printer to this day, preferring it to competitors’ products because of its superior price/performance ratio and completely automated operating system.

Greater productivity, higher revenues

The HP Scitex FB6700 was put into production in April 2010 and that year Trocart recorded a 30 per cent increase in turnover despite the economic crisis.

“We were able to add new services to our range,” explains Santolini. “After we bought a cutting and creasing machine, we started filling small orders using the four-colour process, which works really well with digital technology.”

As a result, Trocart began to serve market niches that could only be reached using the new technology. The company could now provide unusual layouts, small print runs and highly personalised designs – favourites of the in-store communications and advertising industry – as required by agencies working with major multinationals and big-name brands.

The company’s revenues increased exponentially and in 2011 Trocart recorded sales growth of 40 per cent, maxing out the production capacity of the HP Scitex FB6700.

Santolini explains: “In 2011, I started to investigate how we could expand our range of digital printing services. I was pleased with HP’s technology and support, so I went to Barcelona and then to Israel to look at the first models of the new HP Scitex FB7600 Industrial Press. I immediately liked its features. The FB225 Inks are GreenGuard and AgBB¹⁾ compliant which is really important when the printed material will be in an indoor retail environment, and it also has a built-in gloss capability, as well as high output twinned with high quality.”



At the time, the only barrier to buying the new printer was the lack of an automatic loading system, which is essential for Trocart’s requirements using high volumes of corrugated materials. So when HP introduced an autoloader option to the market in late 2011, it made the HP Scitex FB7600 Industrial Press the perfect solution.

The benefits of a perfect print set-up

“The existing system was completely full to capacity, so we decided to install the new machine and autoloader,” says Santolini. “We placed it alongside a print cutting machine, and we’ve got another one on the way shortly, because the cutting phase has become a bottleneck in the production process.”

“We also bought the GMG color management software so that we could integrate and align the two different printing technologies (UV and water-based), as well as the two digital machines with our manual processes. We are also looking closely at purchasing HP Scitex Print Care.”

Now that it has been in place for a few months, the new HP Scitex FB7600 Industrial Press has already demonstrated its potential. For example, Trocart can now work with materials other than corrugated fibreboard, such as solid board, corrugated polypropylene, Forex and PVC reels.

“We have seen at least three clear benefits from the arrival of the new HP Scitex,” concludes Santolini. “Above all, we can now show clients real samples, since 3D simulations were just not as effective. We also have the chance to target new markets, such as communications and advertising agencies, thanks to increased production flexibility. Lastly, we have seen a huge improvement in turnaround times: these days we can fill almost any order in 24 hours, or at most 48 hours. Our clients really appreciate it and are happy to pay for this greater speed.”

“Overall, HP Scitex has opened up a world of services that would have been unthinkable for us before. Meanwhile, it has also improved our environmental footprint by allowing us to provide gloss-effect printing without plastic films.”

1) The ink system using HP FB225 Scitex Inks is listed in the GREENGUARD Product Guide for signage. Using a GREENGUARD Certified ink does not indicate the end product is Certified. See www.greenguard.org

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