

Brown Printing practices its art using the HP Indigo 7500 Digital Press



At a glance

Industry: General Commercial Printing
Business name: Brown Printing
Headquarters: Portland, OR, USA
Website: www.brownprn.com



Brown Printing Inc.

Challenge

- Brown Printing wanted to find a way to grow its digital-printing business as it continued the evolution from its letterpress legacy.
- As a major player in the trade business, Brown Printing needed a solution with the capacity to take on even more jobs from other print shops.
- Brown Printing required reliable technology that could meet the demands of long, sustained daily operations and help grow its web-to-print business.

Solutions

- The powerful and efficient HP Indigo 7500 Digital Press offered Brown Printing fast printing speeds, flawless reliability, and unmatched digital print quality.
- With expert help from the HP team, Brown Printing created a customized, automated web-to-print solution that gives it a competitive advantage over much larger printing companies.

Results

- Brown Printing can now execute high-quality, demanding print runs in a short amount of time.
- The HP Indigo 7500 Digital Press combines professional quality with speed and efficiency in great volumes every day.
- Brown Printing's digital printing business has grown 15% in the last year.
- In the next five years, Brown Printing expects digital printing to account for more than 50% of its business.

“I’m not selling the equipment in the back of the shop. I’m selling what that technology can do for you.”

—Randy Murray, Vice President,
Brown Printing

In business since 1934, Brown Printing of Portland, Oregon, knows the difference between a business fad and a printing revolution. The family-owned trade printing and full-service provider combines high-quality work with efficient turnarounds and remarkable flexibility to more than 500 clients.

Randy Murray, vice president of Brown Printing, is a second-generation printer who took up the trade while he was still in high school, learning from his father. Brown Printing began as a letterpress operation, but evolved along with the changing industry. Today, Brown Printing is a model example of digital-printing quality, efficiency, and workflow management.

Technology leads the way

In his 20 years in the business, Randy has seen the impact of digital technology across the industry. “The amount of time required to get a job done now is nothing like it once was. What used to take weeks for an order can now be done and out the door within hours,” says Randy. “The efficiency of the HP Indigo 7500 allows us to keep pace with the industry and deliver on quick-turn deadlines.”

To help meet demand, the company purchased the HP Indigo 7500 Digital Press in the summer of 2012, retiring its HP Indigo press 5000. “I would have happily kept both,” says Randy. “But we simply didn’t have the space. We were so pleased with the old press that it was an easy decision to invest in the new Indigo.”

Randy has seen his digital printing work increase steadily since he first went with HP. “Last year, we did about 20 percent digital and this year we’re up to about 35 percent,” he says. “And we’ve put more clicks on the HP Indigo 7500 in three months than we did in more than two years on the first Indigo.”

Benefits over features

Randy says the Indigo quality is so high that he doesn’t have to sell technology to his customers. “What I sell is the ability to do the job, do it now, and get it done right,” he says. “I’m not selling the equipment in the back of the shop. I’m selling what that technology can do for you. I’m able to pull a job off the HP Indigo, show it to customers, and they are amazed at the quality of digital.”

The HP Indigo has freed Brown Printing to rely on the digital press for more and more work, easily and quickly turning projects thanks to the fast uptime. “The Indigo is helping lead a fundamental change in what we’re doing as a company. While digital still only accounts for less than five percent of overall printing in our industry, we know the art of printing. And HP Indigo gives us an edge,” he says.

Brown Printing also enjoys sharing the environmental benefits and efficiencies of digital printing with regular customers, including conservation groups such as Ecotrust. From increased use of recycled materials to reduced paper waste and lower energy consumption, Brown Printing is a local sustainability leader in the print business. “We were one of first print shops in Portland to go 100 percent chemical free in our prepress department,” Randy says. “We use primarily FSC® certified papers, and we’re one of the largest local users of uncoated and 100 percent recycled paper.”



Efficient and diverse

Brown Printing squeezes efficient productivity from virtually every inch of its offices and the company shop—and the HP Indigo 7500 plays a big part in that. The increased workflow connectivity that the HP Indigo 7500 brings is an advantage to Brown Printing. “The Indigo allows us to do so much more with less. The streamlined workflow helps the same amount of people produce a far greater volume of work.” Much of that work includes complex, high-end specialty jobs for customers, such as wineries demanding digital-quality labels that will stand up to embossing, foiling, or die cutting.

In addition, the HP Indigo 7500 lets Brown Printing use a seemingly endless range of media, including white ink, UV coating, felt, magnets, stickers, window clings, and much more. “It’s a major reason we get so many jobs from other print shops. We have much greater capacity across the board,” Randy says.

Next generation

With help from HP, Randy and his team set out to take the next step in the digital printing revolution. They are using custom software up front and the HP Indigo 7500 at the back end to offer a unique web-to-print solution that lets online users create customized books. Customers have full editorial control over styles, images, covers, chapters, or individual pages. Before ordering, they can review a full digital proof and see calculated shipping weight and costs.

The automated solution generates a job ticket for Brown Printing, produces a barcode for customer tracking, and the Indigo creates the personalized digital book. The entire job is completed in two to five days, from click to ship. “This is the fastest growing area in our company. We’re working hard just to keep up with demand,” Randy says. And the Indigo’s part in the web-to-print revolution? “The HP Indigo is far and away the best digital press on the market. I’ve never once had a single complaint about quality of print with our new 7500.”

Looking forward, Randy anticipates that digital printing will account for more than 50% of Brown Printing’s business in the next five years. “The HP Indigo has been key to tightening our workflow and enabling our business to grow steadily over the last 10 years. We can stay competitive, nimble, responsive, and diverse.”

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