

Momento Pro produces award winning photobooks with HP Indigo Digital technology



At a glance

Industry: Photo Specialty

Business name: Momento Pro

Headquarters: Sydney, Australia

Website: momento.com
momentopro.com.au



Challenge

- Bring print production in-house without compromising quality.
- Produce thousands of photo books every week for both the consumer and professional markets.
- Introduce new product lines including calendars and greetings cards.

Solution

- Momento Pro purchased the HP Indigo press 5500 and later replaced it with the HP Indigo 7500 Digital Press.

Results

- The premium quality allows Momento Pro to target both the consumer and professional customer.
- Great reliability of HP Indigo Digital Press ensures maximum uptime, allowing the company to produce up to 3,000 books per week.
- Photobooks can be produced in as little as two days of ordering, a huge improvement on the three weeks previously offered by the external printing companies.
- Momento Pro won Book of the Year and Australian Book of the Year at the prestigious Galley Club Awards, thanks to the quality provided by the HP Indigo Digital Press.

“HP Indigo Digital Presses have been fundamental to our success in both the consumer and professional markets, allowing us to offer speed and reliability without compromising on quality.”

– Geoff Hunt, CEO and Founder of Momento Pro

Momento Pro launched in 2004 as the first print-on-demand photobook service in Australia, focusing on the creation of premium quality photo gifting and presentation products at an affordable price. By combining the latest in digital printing with hand-crafted finishing, it ensures its products will be enjoyed for many years.

Its photobooks were a hit with consumers and professionals and as demand for personalised photo products grew, so did its product range. Diaries were added in 2005, Calendars in 2008 and Greeting Cards in 2009.

Outsourcing print production

Its initial success was founded on powerful, user-friendly software, developed in-house, which allows all customers to design photo layouts simply and stylishly. At the same time, the company originally outsourced the printing of its products to a number of local suppliers.

“We realised that the photo industry was changing rapidly as the digital revolution took hold. However, we knew there would always be a demand for a physical product that could preserve our customers’ memories,” explains Geoff Hunt, CEO and Founder of Momento Pro. “I and the two other founders came from a technology background so our initial focus was on developing the photobook software. We used external providers for print and cover production, as well as binding.”

Relying on external print companies for delivery soon proved far from ideal. When one went out of business and another suffered a fire, Momento Pro found itself nearly unable to meet customer demand.

“This is a very time sensitive business – our customers are often ordering for Christmas, birthdays, weddings and other special events. That means we simply can’t afford delays in production,” adds Hunt. “We knew that taking the printing in-house would give us control over every stage of the production process. We just had to find a digital press that could deliver the quality, reliability and speed that we needed.”

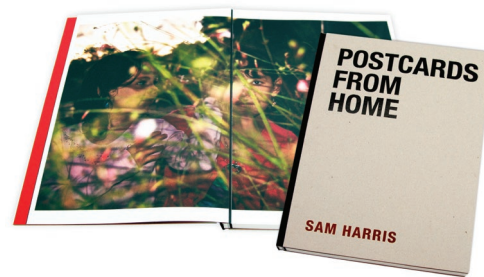
Quality and control in-house

The team at Momento Pro had experience with various digital presses from its external print providers and was confident that HP’s Indigo range was the best in the market. In 2008 it invested in an HP Indigo press 5500 and brought all production under one roof. Three years later, the company upgraded to the HP Indigo 7500 Digital Press

“The first impression of using the HP Indigo Press was that it delivered unsurpassed sharpness, clarity and colour with a lack of the banding effect you sometimes see in other digital print processes,” continues Hunt. “This enabled us to produce photo books to the high standard our customers expect while having total control over the production process.”

Targeting the professionals

As the business continued to grow, Momento realised there was increasing interest from professional photographers. In its second year of operation, it introduced a new business line focusing on the professional sector. This offered a much broader range of paper stock as well as more sophisticated finishing options.



“Our extra special deluxe books retail at up to AUS \$2,000 which explains why, although professionals comprise only five per cent of our customers, they contribute 35 per cent of our overall revenue,” comments Hunt. “It is the quality ensured by the HP Indigo Digital Press which has enabled us to tap into this market so effectively. As well as the fact that we can offer printed covers or those made from genuine leather, linen and many other varieties.”

One great example of the premium quality delivered by HP Indigo for the professional market can be found in the award-winning “Postcards from Home” book by Sam Harris. This photography album, printed on Holmberg Flex-bind paper, won both Australian Book of the Year and Book of the Year at the prestigious publishing industry Galley Club Awards – the first time a single company has won both awards and the first time an Australian company has won Book of the Year.

“We were up against huge publishers such as Random House and Penguin so it was enormously gratifying to be recognised,” says Hunt. “It is the first time both the Australian Book of the Year and Book of the Year has been won by a digital printer so it proves the quality provided by HP Indigo digital technology.”

Reliability, speed and consistency

During peak periods, the HP Indigo Digital Press at Momento Pro produces 3,000 books per week, a volume which external suppliers would struggle to meet consistently. Books can also be produced in as little as two days, rather than the three weeks that our previous suppliers would guarantee. The reliability of the HP Indigo machine is critical to this speedy and consistent performance.

“Having a good operator is critical because it is a complex piece of machinery. We also work closely with our local HP partner for support but at the end of the day the HP Indigo Digital Press has proven remarkably stable,” adds Hunt. “HP has strived to make these presses as self-maintaining as possible so we rely on technical support less and less. This means we can focus on production – not maintenance.”

The flexibility of the HP Indigo Digital Press has also enabled Momento Pro to expand into new markets such as calendars, diaries, greeting cards and stationery. Since its humble beginnings in a home office, the company has expanded from three people to around 40 people in the centre of Sydney.

“HP Indigo Digital Presses are at the heart of our business and the technology is continuing to evolve,” concludes Hunt. “We are now looking to upgrade to the HP Indigo 7600 which offers ElectroInk Light Black – this will give us the ability to offer even sharper, more accurate monochrome prints, which is important for the professional market.”



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