

# HP Indigo Digital Presses help Photo Create reach the pinnacle of on-demand personalized fulfillment operations in Australia



## At a glance

**Industry:** Photo Specialty

**Business name:** Photo Create

**Headquarters:** Glen Innes, NSW, Australia

**Website:** photocreate.com.au



## Challenge

- To maintain its lead over its competition in Australia's photo specialty market.

## Solution

- Photo Create installed a fleet of HP Indigo Digital Presses to meet the growing market for on-demand photo book and personalized product fulfillment.

## Results

- Now positioned as the nation's largest personalized, on-demand fulfillment organization with overseas operations in the US and New Zealand.
- The HP Indigo Digital Press fleet delivers personalized print products of the highest quality, at low cost and in very short lead times.
- The HP Indigo Digital Press models offer a reliable, scalable capability that allows Photo Create to cost effectively handle the huge variety of products demanded by its customer base.

“The HP Indigo Digital Presses are vital to what we do. The machines have the horsepower, the intelligence, the reliability and cost effectiveness to help us maintain the competitive edge we enjoy over our competition.”

– Peter Barr, general manager, Photo Create

Photo Create was founded in 2006 to exploit the digital imaging technology that had the potential to change on-demand photo book and personalized product fulfillment. Although the company had its roots in photo specialty stores, it embraced digital printing to achieve the considerable transformation from retail to a wholesale and web-based business model. In doing so, it became Australia's largest personalized, on-demand fulfillment operation.

Photo Create reached and maintained this landmark without moving from its remote regional headquarters in Glen Innes, high on the Northern Tablelands of New South Wales – 600 km north of Sydney and 360 km southwest of Brisbane.

The company's Australian manufacturing facilities produce a range of more than 800 personalized digitally printed products, which includes photobooks with hundreds of options in hard cover and soft cover; calendars; greeting cards; photo gifts; canvas prints; wall décor; glass, metal and acrylic prints; custom framing; fine art prints; digital prints; poster prints; and corporate on-demand stationery.

Peter Barr, Photo Create's general manager says: “It comes down to lean manufacturing. We produce great quality products with excellent turnaround speed, and we leverage that speed to ensure the products get into the transport network to allow for immediate delivery into the major metropolitan Australian cities. We deliver orders on behalf of a range of vendors to international addresses in Europe, Asia, the US and Canada very quickly despite the fact that we're in a regional location.”

### “Wave of emotion”

Barr has to respond to the “wave of emotion” driving the personal wishes of the huge community that Photo Create serves – mothers, fathers, grandparents, godparents, aunts, uncles – the full family orchestra.

“People trust us to deliver a physical memento of their very personal emotions. They invest time and feeling in making their choice of the image they want captured. Photo Create is charged with creating something that delivers an extra dimension to that emotional level,” says Barr.

Photo Create founder, Hugh Eastwood, gave an indication of the future direction and opportunities possible as a result of the relationship built between the company and HP. “We're expanding our product range so that we are able to personalize basically everything. Our mission statement is to give life to peoples' stories.”

If that is the emotionally driven side of the business, the process-oriented disciplines established by Photo Create underpin the pinnacle of success it has achieved in seven short years.

In that time, The HP Indigo team has been helping Photo Create to gratify the emotional desires of its far-flung customer base with the initial investment in the HP Indigo press 5000. As the business growth delivered profitability, Photo Create continued to scale up with HP Indigo equipment.

Further HP Indigo models – two HP Indigo 5500 and four HP Indigo 7000 Digital Presses – have been added to the production line. The fleet of seven HP Indigo Presses help ensure that the treasured mementoes are delivered with the best quality, lowest cost and shortest lead time.



The company employs 150 people within the local community but this number can increase to 600 during the traditional peak seasons such as Easter, Mother's or Father's Day, and especially Christmas.

### Highly charged personalized demand

The months of November and December see a 24/7 production line of three shifts working to meet the highly charged demand for personalized mementoes. At this peak season, in one day, Photo Create have to produce between 25,000 and 30,000 different products and the HP Indigo Digital Presses are an integral part of the total solution.

Barr recalls the early days of what has developed into a strong and supportive relationship. “HP Indigo offered a print solution that was perfect for our needs. Just as important, HP Indigo was the only provider who was willing to support and service the equipment in our regional location.

“This was a tremendous boost because no competitors were able to offer either that quality of technology or that level of commitment. We are a major employer in this area and the HP support has underpinned our success and given continuity and stability to the community we serve.”

### Vital part of the workflow

“The HP Indigo Digital Presses are absolutely key to what we do. They are a vital part of our workflow because the machines understand and digest our information in an intelligent way and then supply the appropriate horsepower to deliver our output. Without them, we couldn't be in the business of producing a one-off print run for the photo retail customer we service,” explains Barr.

“It's not just the printing ink on paper; it's also the service and support we receive from HP. It shows us ways to maximize our efficiencies. HP help with training for our support and they assist us with the peak season,” he adds.

Looking ahead Photo Create believes people would like to share a strongly personalized story. He says: “Our opportunity is only limited by the speed and agility with which we can move. We pride ourselves on a competitive edge that relies on our ability to move quickly and change as required by the market or the demands of the consumer.

“That competitive edge is underscored by the high print quality, the reliability of the HP Indigo Digital Press range and its unquestioned cost effectiveness,” concludes Barr.

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4AA4-6509ENW, May 2013

