

# The HP Designjet T7100 Printer helps Bansal Electrostat keep pace with India's growing demand for large-format color print



## At a glance

**Industry:** Repro Houses and Copy Shops

**Business name:** Bansal Electrostat

**Headquarters:** Delhi, India



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## Challenge

- To meet the market's growing demand for large-format color while staying ahead of the competition.

## Solution

- Bansal Electrostat installed the HP Designjet T7100 Printer to enable rapid large-format printing in color and mono without compromising on quality.

## Results

- Now positioned as one of the largest reprographic operations in North India with 100 employees across four major locations.
- The HP Designjet T7100 Printer delivers a complete solution for mono and color printing at a very high speed with breakthrough total cost of ownership, outperforming competitors in this market.
- By achieving cost savings of 40 percent coupled with three times the print production speed, the HP Designjet T7100 Printer is helping Bansal Electrostat exploit a market that is hungry for cost-effective, high-quality color print products.

“The HP Designjet T7100 Printer left us with no other choice. It is a good machine. Speed, quality, cost effectiveness and reliability - it has never let my business down.”

– Suresh Bansal, owner, Bansal Electrostat

Suresh Bansal founded Bansal Electrostat in the mid-1980s in a cramped, rented office in Delhi. There was just enough room to operate his mono printer, plodding along with a top speed of 10 pages per minute.

For the time, this was the leading edge of print technology. Bansal's belief was that the latest technology would help deliver the best customer service. His embrace of evolving technology has accompanied the growth of the company.

Today Bansal Electrostat has 100 employees and is a major reprographic house with four digital printing centers across North India.

### Unfolding digital print revolution

Bansal says he became aware of the unfolding digital printing revolution in the 1990s: “I adopted this technology that was prevalent in the West, but yet to be popular on a large scale in India.”

It was during this period that Bansal Electrostat forged the beginning of a long association with HP print products. The business now provides a complete, high-volume digital production solution. It offers the highest quality in its class, ranging from A0 size prints to automatic duplexing up to A3 size at 600x600dpi printing resolution, and scanning at the same dpi and same speed, with 256 gradations of grey.

### The hunger for quality print solutions

Bansal Electrostat is delivering to a market that is hungry for large-format color prints. Customers include government departments, artists, architectural consultants and university students, among others.

The medical field is also an active sector that is underpinning this demand as nearly 90 new hospitals have been built in the greater Delhi area. Bansal counts doctors and lab technicians as customers.

The ratio of the output is presently 50 color prints for every 100 mono. But that will surely change. Bansal says, “None of today's college students will settle for black and white. They want color posters and lots of them.”

The company meets customer demand inexpensively, quickly and across a wide range of sizes. Output includes posters for press conferences; advertisement blow ups; cut-outs for showrooms; signboards for offices; charts for a function; or even signage for multiplexes.

“My customers are unified by a desire for top-quality print output. They also all share an appetite for quick turnaround, first time accuracy and low cost,” explains Bansal.

### HP Designjet T7100 Printer - “the obvious choice”

In 2011, after identifying an area of print demand, Bansal was keen to purchase a production color A0 size printer. Speed, high quality and a low total cost of ownership were the specifications on his shopping list. A rival machine appeared to be the front runner, but then he was introduced to the HP Designjet T7100 Printer, which had recently come onto the market.



“I was really impressed with the print quality and its ease of use. We have a range of different skill levels among our employees, but I could see there would be no big training worries. The reduced cost of producing A0 size prints - 40 percent less than the replaced machines - was a crucial factor.

“The margin that the HP Designjet T7100 Printer was able to deliver was beneficial to my business. It was faster while keeping costs low and required little or no maintenance. It was the obvious choice to purchase the HP T7100.”

Since then the print volume has doubled again. Bansal Electrostat is producing up to 5,000 A0 prints each month. If laid end-to-end, its monthly poster production would stretch almost 6 kilometers. “By producing my print output three times faster than the previous machine, the HP T7100 is helping my productivity and profitability in the most direct manner,” he adds.

Bansal explains that thanks to the HP Designjet T7100's ability to produce both low-cost CAD drawings as well as high-quality color documents he has added several new products to his company's portfolio. It now can now address business printing, corporate gifting, promotional items and consumer social gifting.

### Strong supportive relationship

Bansal credits the strong support relationship that exists between his company and HP as encouraging the drive to create new products: “That's in addition to the more efficient business printing we have always looked for.”

One unexpected result of Bansal's enthusiasm for HP products and support is the altruistic lengths he has gone to, to promote HP print products to his potential rivals. He recently persuaded one large reprographic house to invest in the HP Designjet T7100 Printer. He pointed out that it would help it keep their customers more satisfied than the alternative machines they had considered.

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