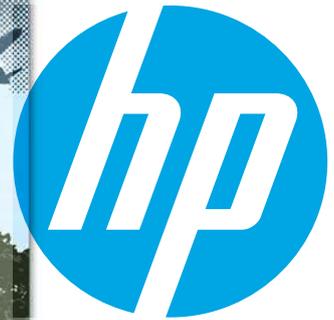
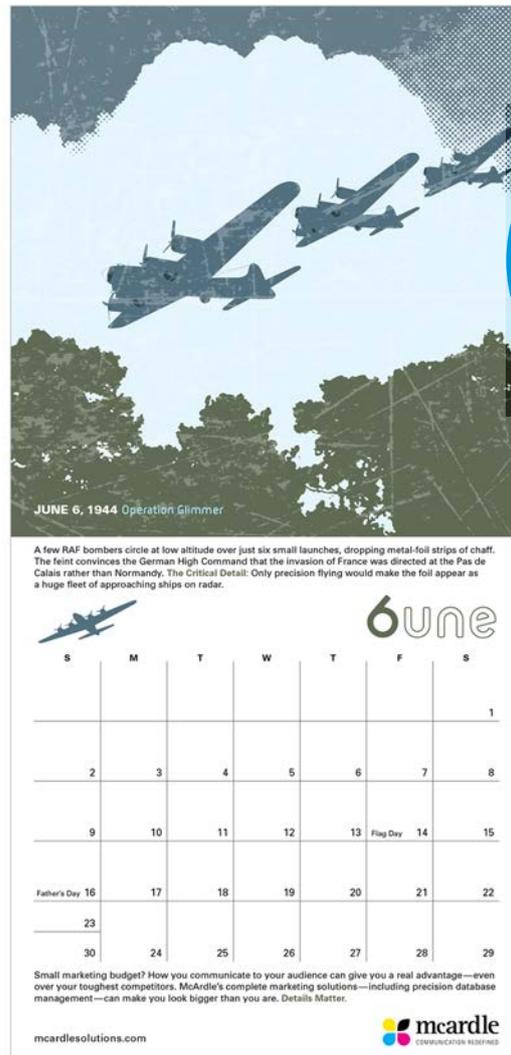
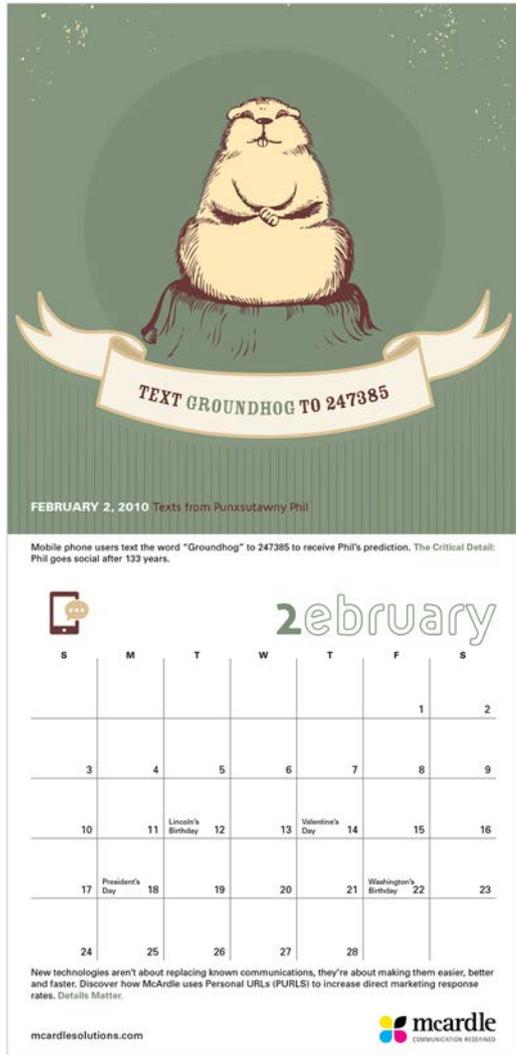


McArdle pushes the limits of commercial printing with the HP Indigo 7600 Digital Press



At a glance

Industry sector:
General Commercial Printing

Business name:
McArdle

Headquarters:
Upper Marlboro, MD, USA

Website:
mcardsolutions.com



Challenge

- In order to provide a complete marketing solution to customers, McArdle needed to find a printing solution that could help the company expand its capabilities.
- McArdle wanted to create demand for digital-printing techniques that can help clients communicate with greater impact.
- The commercial printer needed a business development partner that reliably responds to technical questions and helps generate ideas for innovation in digital printing.

Solution

- Backed by one of the most extensive portfolios of services and support in the industry, the HP Indigo 7600 Digital Press is dependable and provides excellent quality.
- Ramp-up and peak-season support, colour management, workflow services, and more help McArdle increase uptime and maximise productivity.

Results

- McArdle developed the "Details Matter" calendar to use as a compelling internal marketing tool that showcases how digital printing with special effects and various paper types can deliver outcomes that surpass those of offset printing.
- The team at McArdle has a valued relationship with its HP support and business development representatives, who offer everything from technical support for the HP Indigo 7600 Digital Press to assistance at client presentations as needed.

“The Indigo 7600 Digital Press is a game changer in terms of what we can achieve in print.”

—Lisa Arsenault,
President, McArdle

McArdle has been offering consistent print quality and timely delivery for more than 65 years. When it was founded in 1947, the company focused exclusively on printing. Since then, McArdle has adapted to virtually every trend and threat to hit the commercial-printing business – from experimental presses and the Internet to email and tablets. Today, McArdle is a multifaceted communications company that offers its high-profile customers a complete solution to any marketing challenge.

Magazines, annual reports, brochures, calendars, and other printed items remain a top priority at McArdle. However, with so much content going digital, the company must constantly innovate and evolve its offerings. It has added design, content development and strategy, data analytics, and more to its services roster so that clients can depend on McArdle for more than just conventional print runs.

“It’s difficult to stay relevant in the digital age,” says Lisa Arsenault, president of McArdle. “Everyone has been affected, but we happen to be in an industry that’s extremely challenging.”

The HP Indigo 7600 Digital Press, a recent upgrade from the HP Indigo 7500, helps McArdle tackle this challenge. The company runs the press 24 hours a day and uses it for static and variable-data projects that used to be prohibitively expensive.

“Our clients wouldn’t have done this kind of work 10 years ago because it wouldn’t have been affordable,” says Arsenault.

The HP Indigo press also serves as McArdle’s go-to tool for showing customers what digital printing can really do. With up to seven colours and special effects capabilities, the HP Indigo 7600 Digital Press delivers a wow factor that reinforces the power of print.

“The HP Indigo is a game changer in terms of what we can achieve in print,” says Arsenault. “Certain products – our internal marketing magazine, for example – would never look as good if they were done on another press.”

Calendar showcases details that matter

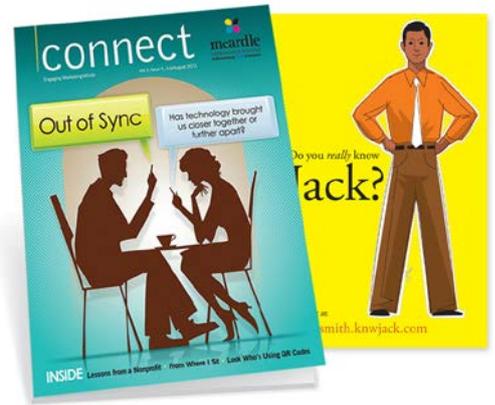
McArdle needed a tangible way to show customers how digital printing can help them communicate with greater impact. The company decided to create a calendar, called “Details Matter,” to demonstrate various special effects and paper choices in digital printing. The HP Indigo 7600 Digital Press was up to the job by enabling the use of raised ink, embossing, and white ink, and accommodating more than 2,500 substrates.

“The ‘Details Matter’ calendar was a driver for our clients to see what’s possible,” says Arsenault. “We wanted to create demand, so we used the HP Indigo 7600 to develop something that cannot be done with CMYK.”

The HP Indigo 7600 Digital Press uses HP Indigo ElectroInk, a unique liquid ink that doesn’t just match offset printing – it can surpass it. The ink’s small print-particle size allows for high-quality prints, a wide and accurate colour gamut, sharp images, uniform gloss, and very thin image layers.

“There’s no denying the outstanding quality of HP Indigo,” says Arsenault.

The HP Indigo press also offers a wide range of media compatibility, allowing McArdle to print diverse jobs on dark, transparent, metallic, and recycled paper, as well as synthetics, paperboard, and more.



Every page in the calendar was printed on a different substrate – courtesy of Mohawk, which donated all the paper – and showcased a special effect. From a fly sheet on the cover to thick-black and cling papers inside to magnetic sheets on the back, the calendar had a little of everything.

“We used the calendar to tell a story about how digital printing allows us to do things that weren’t possible in the offset world,” says Arsenault. “It gave our clients a taste of how this technology can help them run their business in a more modern, meaningful way. They got to see what happens to an image when you use it on different substrates.”

Valued partnership

In deciding on a digital press, McArdle was sold on the print quality of the HP Indigo 7600. However, the company was looking for more than just a high-quality press. It wanted a support and business development partner it could rely on.

Since its founding in 1947, McArdle has been staunchly committed to nurturing its partnerships with customers, vendors, and collaborators.

“We are big believers that it takes a village for a company to grow and be successful,” says Arsenault. “Our decision to go with the HP Indigo 7600 wasn’t just about putting a press on the floor – it was about what happens after that press gets put on the floor.”

HP provides ramp-up and peak-season support, colour management, workflow services, and other support systems to McArdle – increasing uptime and maximising productivity on the HP Indigo 7600. In addition, HP plays a critical business development role at McArdle, helping the company develop ideas for how to innovate and attract new clients.

“At the end of the day, it’s the people within an organisation who make a difference,” says Arsenault. “We really wanted that HP connection.”

McArdle will collaborate with HP on an on-going basis to push boundaries and explore new opportunities in digital printing. Beyond just increasing print orders, McArdle is committed to adding value to those orders, through variable data and other strategies.

Arsenault concludes: “The HP Indigo 7600 Digital Press is helping us dispel the myth that you have to settle when you print digitally. It expands possibilities.”

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