Hameshalet adds new applications and gains new business with the HP Scitex FB7600 Industrial Press

At a glance

Industry: Sign & Display
Business name: Hameshalet Digital
Headquarters: Yavne, Israel
Website: hameshalet.co.il

Challenge

- Offer customers a one-stop-shop for signage application, including rigid signage.

- Improve competitiveness and profitability on rigid printing applications.

- Attract new customers with expanded services and faster turnaround.

Solution

- HP Scitex FB7600 Industrial Press for construction site hoardings, interior decor, furniture, POP/POS displays, backlit displays and retail banners.

- Additional HP printing systems for varied applications:

  - HP Scitex TJ8550 Industrial Press for window graphics and paper posters.

  - HP Scitex XP2750 Industrial Printer for lightboxes, banners, POP/POS and other roll-to-roll applications.

Results

- Business activity increased by 30 percent, including many new customers, within one year of installation of the HP Scitex FB7600 Industrial Press.

- New ability to print direct-to-board with fast turnaround and in high quality is bringing in higher-margin jobs.

- With expanded in-house capabilities, Hameshalet is able to open customers' minds to new signage possibilities that generate new business.

- More efficient printing of rigid applications has improved Hameshalet's cost-competitiveness.

Meir Dadon, owner and CEO of Hameshalet Digital, has a knack for visualizing success. In the mid-1990s, as a visual artist well-known in Israel for his paintings, sculptures and graphic design, he saw that signage printing would be a good way to leverage his talents for business as well as art.

Hameshalet started with hand-painted signs and has since grown into a leading all-digital signage printing company. Today, three HP Scitex printers led by the HP Scitex FB7600 Industrial Press, which was installed in mid-2012, form the core of Hameshalet's printing platform.

New horizons with digital

"Going digital meant my whole take on the market changed," recalls Dadon. "It opened new horizons beyond regular signage, to provide a solution for fashion and other companies that needed speed and high quality for their in-store campaigns. So we started to print other applications in addition to signage, such as posters, banners, and light boxes – anything that could be moved to digital."

As Hameshalet's digital printing capabilities progressed, many of Israel's largest fashion and retail chains, banks, telecommunications companies and other market luminaries came to rely on Hameshalet to print their campaigns.

"I have a competitive advantage because of my ability to combine printing with creative design and art for the signs," comments Dadon. "Our customers are happy that we come up with the creative ideas, produce the signage and also handle the installation."

Next step: direct-to-rigid

Recently, Dadon began to feel that Hameshalet could do more. "I saw the market was heading more and more toward printing on rigid. So, I decided that was where Hameshalet needed to be," he says.

Dadon's new vision was for Hameshalet to become a one-stop-shop for its customers' sign and display printing needs. While he saw direct-to-rigid printing as the key missing capability, Dadon also wanted the ability to produce longer runs in-house.

With Hameshalet's already positive HP experience, Dadon naturally leaned toward buying another HP Scitex machine. But it was the high quality printing capabilities, fast speed and impressive media versatility of the HP Scitex FB7600 Industrial Press that ultimately convinced him.

Doing more in-house

The HP Scitex FB7600 Industrial Press has also opened the way for Hameshalet to produce longer runs in-house. Dadon says the company regularly prints runs of up to 500 onsite. "Before, if we had to 100 copies or more, we used to send the jobs out to a screen printer."

Hameshalet uses the HP Scitex press for a wide range of applications on varied substrates. These include backlit displays, retail banners on flexible media, wood furniture and direct-to-glass printing for doors, kitchen counters as well as other applications for architects.

Approximately half of Hameshalet's work on the new press is comprised of PVC banners and posters and point of sale displays printed directly on foamboard. "Now we're doing whole campaigns for shops and advertising agencies, many of them new customers. Word of mouth marketing is working really well on this," says Dadon.

About one-third of Hameshalet's work on the HP Scitex FB7600 Industrial Press is a new application: printed construction hoardings. "What we call 'talking fences' is the current big hit with building contractors. They want to communicate a message with the massive enclosures around their sites, and now we can do that for them by printing directly on the tin instead of onto stickers. It's a big, new market for us."

New press creates a look of olden times

Recently, when Tiv-Taam, a leading Israeli supermarket chain, wanted to bring a new, yet retro, look to the wine and beverages section of its stores, Hameshalet was able to provide a stunning answer, thanks to its creative design capabilities and its HP Scitex FB7600 Industrial Press.

"Tiv-Taam wanted the walls to look like printing on wooden wine barrels, creating an old and authentic look. And they wanted to get it into a lot of stores quickly," says Dadon. "We printed in sepia tones direct to raw sandwich board, and the results of the tests were amazing." Hameshalet set up the first store inside a week and then started on the next 10 stores. The job also included light boxes for the ceilings – also produced on the HP Scitex FB7600 Industrial Press.

Reaching higher with new HP Scitex press

"The HP Scitex FB7600 Industrial Press gives us three things that we didn't have before: printing direct to board, high speed and high quality that is actually more like roll-to-roll," says Dadon. "And, it enables us to be more efficient. The cost savings come from labor savings, because we no longer need to print on flexible and then stick it to board. We can be more competitive on price now."

Just one year after installation, the press is working at near-capacity, printing 14 hours a day. And, Hameshalet's business has gone from strength to strength. "We've seen a 30 percent rise in business since we got the press, and our profits are higher in many of the jobs we use it for," explains Dadon. "Our basket of products has grown so we're attracting more customers, and there's a wider variety of them too."