

Fosco's sees new Orange Ink for HP Scitex FB7600 Industrial Presses as powerful unique selling point



At a glance

Industry: Sign & Display, corrugated packaging, POS/POP

Business name: Fosco, Hayes & Hurdley Ltd (Fosco's)

Headquarters: Birmingham, United Kingdom

Website: foscoco.uk

Challenge

- Differentiate the company's offerings in a competitive market.
- Continue strategy of investment in latest technologies.
- Extend into new markets by offering increased colour gamut and enhanced print quality.

Solution

- Add new Orange Ink from the HP Scitex FB7600 Color Pack to enhance images, extend the colour gamut and create high-impact images.

Results

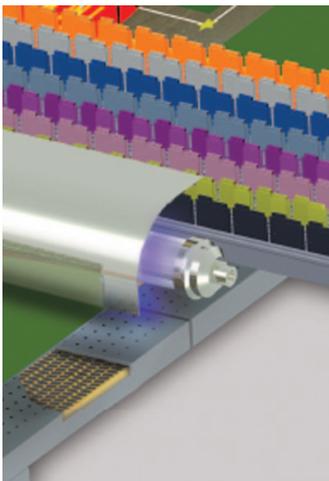
- Stunning new images that wow customers and help to win new business.
- Powerful differentiator to provide added value to existing customers and attract new ones.
- Seven-colour capability with option to extend to eight-colours.



Fosco Hayes Hurdley
Digital Large Format Specialists

“The flatbed converting market is fairly crowded, making competition for campaigns increasingly difficult. When we were shown print samples of the new Orange Ink, we were immediately impressed by the stunning impact it gave images and recognised this as a strong USP for us.”

– David Nicholas, managing director, Fosco, Hayes & Hurdley Ltd



In the increasingly crowded and competitive large-format market for rigid applications, finding a unique selling point (USP) to differentiate products and services can be key to business success and development.

Digital large format specialists Fosco, Hayes & Hurdley (Fosco's) has a long history of printing products and posters for the creative design, advertising, marketing and corporate sectors. In 2010-11, it installed two HP Scitex FB7500 Industrial Presses that were subsequently upgraded to HP Scitex FB7600 specifications.

“The productivity of these flatbed presses and the rapid growth in the market of short-run rigid products meant that they quickly became the main part of the business,” says David Nicholas, managing director, Fosco's. “As such, keeping them in full production is especially important. To do that, we were looking for a USP that would benefit our existing customers and help us to attract new ones.”

While these discussions were in progress, the company received samples from HP showing work printed using the two new colours, Orange and Light Black, that can be added to HP Scitex FB7600 Industrial Presses.

“When we were shown print samples of the new Orange Ink, we were immediately impressed by the stunning impact it gave the images and recognised this as a strong USP for us,” says Nicholas. “We're the first to have it in the UK, and the first in Europe!”

The future's bright . . .

Developed to deliver more vivid colour and rich, lifelike skin tones as well as to match brand colours, the new Orange Ink gives a gamut volume increase of 10 per cent, a PANTONE® Colour coverage increase of six per cent and an overall ability to achieve seven per cent more corporate colours.¹ For companies using orange in their corporate or brand colours, this capability can be a powerful differentiator for converters.

While Fosco's primarily uses its HP Scitex FB7600 Industrial Presses for rigid work, they can also be used to print flexible substrates in response to production and scheduling demands.

“We use our two HP Scitex FB7600 presses to print mostly on EB flute, Corex and card,” explains Nicholas. “However, we are able to move flexible jobs easily when needed to print vinyl, paper or other flexible materials.”

Since the HP FB225 Scitex Ink used on the FB7600 presses is GREENGUARDSM Children & Schools Certified and meet AgBB criteria,² everything printed is suitable for indoor and outdoor use. These certifications also apply to the new inks.

“We've done runs up to 1,000 sheets, but that's the exception; our standard orders are for 50 to 200 sheets,³” says Nicholas. “They could come at any time; we don't get long lead-times. We could get an order at 1pm today and it would have to be out by 5pm.”

Installation of the HP Scitex FB7600 Color Pack adds a colour bar comprising 52 printheads for each colour and an ink delivery system. The Color Pack is compatible with both Caldera and Onyx RIPs. Fosco's Caldera RIP, used to drive both HP Scitex FB7600 Industrial Presses, was upgraded as part of the installation. The additional colours can be installed together or added incrementally, and maintenance is the same as for the standard six-colour set.

Addressing customer requirements

Fosco's service capability and overall versatility is bolstered by a large machine park comprising a number of HP presses and printers. In addition to its two HP Scitex FB7600 Industrial Presses, it has two HP Scitex XL1500 Industrial Printers, an HP Scitex TJ8350 Industrial Press, an HP Latex 850 Printer,⁴ an HP Designjet Z6200 Printer and an HP Indigo 5500 Digital Press.

“This combination of equipment gives us the ability to undertake a wide range of jobs and gives us great production flexibility,” Nicholas continues. “The real drivers now are the HP Scitex FB7600 Industrial Presses. The rise in demand for short-run rigid products and our ability to offer value-added services like POP/POS design and retail-ready packaging also attracts work from new sources.”

Not many large-format print service providers have a commercial printing capability, but the HP Indigo press is an important part of Fosco's differentiation.

“We've won large-format work because of the quality of HP Indigo printing,” says Nicholas. “And we have won major campaigns because we can do everything. The range of our equipment and experience has enabled us to increase the amount of business we do for customers because we're a one-stop shop for them; it's another good reason for companies to work with us.”

The HP Indigo press is not marketed separately, but as an additional, value-added service to large-format customers. Its short-run, variable data printing (VDP) capabilities lead one to question the use of VDP in Fosco's large-format work.

“We do a lot of VDP work in small format (on the HP Indigo press), but for large format, customers don't always understand the potential,” Nicholas says. “There's a great business-enhancing opportunity here for brands and enterprises. There's a need for more education to show how VDP can add value and relevance to their large-format graphics. It's something we're working with customers on.”

Seeing the difference

The installation of the new Orange Ink gives Fosco's another opportunity to pursue its proactive sales activities, but this time with a difference.

“We want customers for the long term; ones who will come and use our various services,” Nicholas says. “We're looking forward to showing more of our customers the vibrancy the new Orange Ink gives images. We'll show them what we're doing for them now, and then we'll put work using the new Orange Ink next to it and they will be stunned.”

1) HP's internal list.

2) The ink system using HP FB225 Scitex colour inks is listed in the GREENGUARD Product Guide for signage (see greenguard.org) and meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de). Using a GREENGUARD Certified ink system, or an ink system that meets AgBB criteria, does not indicate the end product is certified or meets the criteria. Test prints submitted at POP17 print mode.

3) Sheet size: 165 x 320cm; 65 x 126in.

4) Formerly the HP Designjet L68500 Printer.

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4AA4-8201EEW, October 2013

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