

Digital and conventional business at Pub Cité both thrive with HP SmartStream web-to-print and HP Indigo digital printing technologies



At a glance

Industry: General Commercial Printing
Business name: Imprimerie Pub Cité
Headquarters: Montreal, Canada
Website: pubcite.com



Challenge

- Adapt to growing market preferences for just-in-time ordering, short-run printing, and online purchasing.
- Focus customers' mindsets on service rather than commodity-like pricing comparisons.
- Build and grow a strong online business to increase demand for digital printing without expanding staff.
- Leverage the versatility of HP Indigo digital printing to attract customers to entire offering, including conventional printing.

Solution

- HP Indigo 5600 Digital Press, with the Enhanced Productivity Mode (EPM) value pack, enables fast-turnaround, high-quality printing on varied substrates.
- HP SmartStream Director enables varied web-to-print offerings, including micro-sites and branded portals that target niche markets.
- HP SmartStream Designer enables variable data printing (VDP) jobs, including personalized letters, mailers and specialty applications.
- HP Indigo Business Development Services, HP Capture program, and Dscope user group all support Pub Cité in developing new ideas for business growth.

Results

- Innovative HP Indigo-based digital printing applications attract new business, boost customer loyalty, and help win back past clients.
- Web-to-print orders have grown to approximately 25 percent of digital printing business within one year of starting online sales, with goal to reach 70 percent.
- Easy branding of online print websites helps fuel fast expansion into niche markets.
- Unique HP Indigo printing and HP SmartStream web-to-print capabilities enabled a new offering of personalized climbers' logs on environment-friendly rock paper, generating high-margin orders and opening a new business opportunity with high sales potential.
- Variable data printing delivers high value to customers, generates higher margins than standard jobs, and enhances Pub Cité's competitive difference.

“Combining our HP Indigo press with HP SmartStream Director for web-to-print, we are able to target new markets, such as franchises and offer a complete online solution with high quality and fast turnaround.”

– Denis Leftakis, vice president of Sales and Marketing, Imprimerie Pub Cité

For many printing businesses today, success is as much about what they do in the office and on the Web, as what they do on their production floor.

That’s the case for Imprimerie Pub Cité, a print service provider in Montreal, Canada, whose offering extends far beyond printing. In addition to multiple offset sheet and web presses, commercial and large-format digital presses, and varied finishing and binding equipment, the company also has its own graphic design, prepress and Internet departments. Defining itself as a “global communication agency”, Pub Cité offers cross-media campaigns that integrate print, web and mobile marketing and advertising.

Going online with HP

Over the past year or so, Pub Cité has been building an online print business based on the HP SmartStream Director web-to-print solution and an HP Indigo 5600 Digital Press. The burgeoning online business also leverages Pub Cité’s expertise in personalization, using HP SmartStream Designer variable data printing (VDP) software.

“We believe web-to-print is a big part of our future and we’re getting ready to push forward, to bring it to around 25 percent of overall sales,” says Denis Leftakis, vice president of Sales and Marketing at Pub Cité. “It’s a way to open new markets and also to position ourselves to compete with new printers without equipment who are creating websites and subcontracting.”

Using HP SmartStream Director, Pub Cité has established a web-to-print portal (pubciteenligne.com) that allows customers to order digitally printed products. The current online offering includes business cards, Christmas and Valentine cards, personalized calendars, posters, flyers, and photo albums; more will be added as time goes on.

Online orders already account for about one-quarter of the work produced on Pub Cité’s HP Indigo 5600 Digital Press, and Leftakis says he envisages it eventually growing to around 70 percent of the company’s digital business.

“Web to print is good for our customers and for us,” he says. “Customers have 24/7 accessibility, and real-time pricing and review takes about four days off the turnaround time. It’s a way for us to grow business without adding staff and the customer service representatives can focus on more complex and more profitable projects.”

Marie-Blanche Duval, interactive marketing coordinator at Pub Cité adds: “The backend skips all the prepress people, so when a customer orders, say, a business card, there’s no human intervention until the job goes to press. It frees our prepress people to do complicated work.”

Develop once, deploy often

Pub Cité has also launched three web-to-print micro-sites targeting niche B2B and B2C markets, and is in the process of developing several more. For example, the electrostatiquenumerique.com site enables companies to order posters and window decals printed on electrostatic cling film. The underniersouvenir.com site, working together with a printed catalog, enables mortuaries to order customized memorial bookmarks. Pub Cité is also developing branded micro-sites for individual mortuaries.



“The easy branding of sites is a real strength of the HP SmartStream Director,” notes Duval. “We can put our efforts into creating the ordering framework once and then use it many times, just changing the pricing and other details. Once we have implemented this in one or two businesses, we expect a snowball effect, with quick volume turnaround and high profits.”

Climbing new heights with digital printing

In the B2C arena, Pub Cité is combining its web-to-print expertise with the unique capabilities of the HP Indigo 5600 Digital Press. Through carnetdexpedition.com, mountain climbers can order personalized ‘health books’ printed on biodegradable rock paper. Being water- and tear-resistant, they are ideal for high altitude climbers who need to record their health status during expeditions. Leftakis, who is an avid mountain climber, came up with the idea and worked with his Pub Cité team to develop the product and online ordering portal.

As a result, a company that organizes regular mountain-climbing expeditions for groups is now working with Pub Cité on a branded portal for health books. “This is a huge opportunity,” notes Leftakis. “It’s a premium product. There’s virtually no limit to what we could charge and we’re the only ones offering it!”

In addition to opening new business opportunities for branded web-to-print portals, Pub Cité’s use of HP SmartStream Director is also drawing customers to Pub Cité’s broader offering. “People find us via the web, try an online order and then ask for quotes for other work, becoming regular customers,” says Leftakis.

Driving demand with digital printing

Likewise, the HP Indigo 5600 Digital Press, along with the options it opens for variable data printing, QR codes, and other high-value offerings, is fueling business growth. “We’re doing demand creation by offering solutions that others can’t, leveraging our HP Indigo digital printing capabilities to create a real ‘Wow!’ effect and packaging that together with our traditional print offer,” says Leftakis.

“HP has enabled us to build more loyalty with clients, and it’s brought back old clients who had gone to another supplier because of pricing. They came back because of new things we can do with our HP Indigo press, like printing on electrostatic film and specialty substrates, and they also brought back their commercial work on conventional presses.”

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