

AZPRO Group achieves 23 per cent growth by exceeding customer expectations with the HP Latex 3000 Printer and HP Scitex FB7600 Industrial Press



At a glance

Industry: Sign & Display, Retail POS/POP

Business name: AZPRO Group

Headquarters: Avondale, Arizona, USA

Website: azprogroup.com



Challenge

- Create production capacity within current setup to develop business demand from existing customers and potential business from new customers.
- Shorten turnaround times to respond to increasing demands for signage renewal in an ever faster-paced market.
- Achieve capacity to free resources from job-focused processes and switch them to revenue-generating activities that enhance revenue opportunities.

Solution

- HP Scitex FB7600 Industrial Press for same-day delivery of 79 mixed size bus shelter advertising boards on polystyrene in an hour by a single operator.
- HP Latex 3000 Printer for next-day delivery of 6,000ft² of banners at comparable quality to the HP Latex 850 Printer but at twice the speed.
- HP Latex 850 Printer to reduce shifts, overtime and minimise turnaround on growing business demand.
- Two HP Latex 260 Printers to reduce shifts, overtime and minimise turnaround on peaks on growing business demand.
- HP Scitex FB700 Printer to print growing business in transit signage on flexible and rigid substrates and minimise turnaround with white printing capability.

Results

- Doubled revenue in four months with one large customer by achieving same-day delivery for fresh product signage.
- Exceptionally fast turnaround responds to a specific market need and is unrivalled by competition, attracting new business with its unique service capacity.
- Reducing shifts from three to one, eliminating nightshifts and weekend work (thus increasing employee morale), while still increasing production capacity, reducing labour costs and freeing up labour for value added activities such as finishing.
- HP Latex quality at faster speeds halves production times.
- Twenty-three per cent growth thanks to freedom to dedicate more time and resources to acquiring new business and developing existing customers rather than struggling to meet existing demand.

“With our new printers we can offer the faster turnaround that customers demand and expect. True to our business culture, we are going beyond customer expectations.”

- Chris Prenovost, co-founder and vice president, AZPRO Group

AZPRO Group specialises in vehicle wraps, fleet graphics and point-of-purchase (POP) displays. The Avondale, Arizona based business has enjoyed consistent growth since opening its doors in 2004, including a 23 per cent increase in business this year alone, and will soon be relocating to new 35,000ft² facilities that are over twice the size of their current premises. This year AZPRO installed an HP Scitex FB7600 Industrial Press and purchased an HP Latex 3000 Printer, enabling the company to meet growing customer demand with faster turnaround times.

Installing its first HP digital printer in 2009, AZPRO's portfolio includes an HP Latex 850 Printer¹, two HP Latex 260 Printers² and an HP Scitex FB700 Printer, thanks to these acquisitions AZPRO have phased out use of three eco-solvent printers from its business.

Doubling revenue with new market from fresh produce signage

“With our new printers we can now deliver same-day printing, cutting and packaging of signage to maximise sales of fresh produce for a retail grocery chain. Our print sales have more than doubled in four months just for this customer,” explains Chris Prenovost, co-founder and vice president, AZPRO Group. “For the latest ceiling signage job we printed 100 sheets on the HP Scitex FB7600 Industrial Press. The client is very happy as they can now create sales campaigns quickly to react to sales and stock levels; to avoid their margins falling once fresh produce gets discounted to clear. Nobody else could compete with our same-day turnaround. Three or four days would simply be too late for them. With our new printers we do this type of job a couple of times a week without disrupting our schedules or creating a backlog,” explains Prenovost.

Faster turnaround that customers demand expands business opportunities

Prenovost says that thanks to HP Latex quality now available at faster speeds, AZPRO can satisfy business demands that otherwise would have been beyond their reach. Using the HP Latex 3000 Printer, “We were able to offer next-day delivery of 6,000 ft² of banners starting the job on Friday at 8 am and delivering it on Saturday at 10 am. It took eight hours to print, plus trimming and grommeting. The image quality was awesome and customers loved it,” he says.

For an employee performance programme for the retail grocery chain, using the new HP Scitex FB7600 Industrial Press alone, AZPRO printed 150 sheets in just two hours for 120 Arizona locations with installations beginning the next day. A job of this print volume would previously have taken multiple days for printing alone.

Higher production volumes in one shift versus three

“We are printing higher volumes and now operating a single shift as opposed to three,” says Prenovost, highlighting how the additions of the HP Scitex FB7600 Industrial Press and HP Latex 3000 Printer have increased productivity dramatically, as well as reduced labour costs, by eliminating nightshifts and weekend work in all but exceptional circumstances.



“In three weeks out of four, we were printing 24/7 to meet peaks in demand. Now staff can focus on finishing and packaging the higher volumes we are managing to produce in one shift,” he declares.

Prenovost outlines how the HP Scitex FB7600 Industrial Press can be managed by one operator. “Our new HP Industrial Press offers very easy media loading and set up so that it can be managed by one operator. It handles different types of flexible and rigid substrates and sizes very conveniently. We recently got a job to print 79 bus shelter advertising boards on polystyrene that were a mix of 5 x 10ft and 4 x 8ft. The operator had the print job finished in an hour. We do a lot of transit advertising on rigid substrates, for vehicle-mounted advertising cards and bus shelters, but also on paper, banner and film, such as for interior bus graphics. Its reliability and print speed options ensure we get the quality spot on every time,” Prenovost says.

Controlling costs and protecting profit margins

“We are also realising savings on ink costs on our latest HP printers. The ink costs are half on our Industrial press compared to our HP Latex 850 Printer and are more efficient in usage, while the image quality is still better. That means we can use more economical, faster print modes for distance viewing and achieve comparable or better quality than before. By controlling our production costs and achieving greater productivity, we can maintain really competitive prices while still protecting our profit margins,” Prenovost states, adding, “There is always an expectation to see increasing image quality at every viewing distance as technology evolves. Our HP printers satisfy that expectation. Our eco-solvent printers couldn't.”

The power and quality to exceed customer expectations

“We have seen remarkable, double-digit growth in recent years. With our new printers we can offer the faster turnaround that customers demand and expect. True to our business culture, we are going beyond customer expectations. I believe we'll comfortably recoup the costs of our latest investments in HP Digital Printing solutions within a year,” concludes Prenovost.

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1) HP Latex 850 Printer was formerly the HP Scitex LX850 Printer
2) HP Latex 260 Printer formerly marketed as the HP Designjet L26500 Printer

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