HP Scitex FB7600 Industrial Presses drive rapid growth for B Print & Display

At a glance

Industry: Sign & Display, POP/POS

Business name: B Print & Display Limited

Headquarters: Northumberland, UK

Website: b-printanddisplay.co.uk

Challenge

- Manage rapid company expansion following the installation of an HP Scitex FB7600 Industrial Press in 2012.

- Meet increasing customer demands for faster turnaround, shorter runs and creative applications.

- Increase service offering in a competitive market.

Solution

- Install a second HP Scitex FB7600 Industrial Press to increase production and target short-to medium-run screenprint business.

Results

- Aggressive business growth of 40 percent from existing and new customers.

- Increased substrate options broaden opportunities to enter into new markets.

- Extended range of retail print services and innovative applications offering helps win new business.

- Increased productivity to deliver jobs faster and more cost-effectively.

When you're managing business growth of 40 percent in only eight months, what do you do when your press is already running around the clock and demand for your services is outstripping capacity?

In the case of B Print & Display Group, the answer was simple. Install a second HP Scitex FB7600 Industrial Press to meet demand and continue to provide the speed, vibrancy of color and application versatility to expand its offering and better service customers.

Established in 1981, the Northumberland (UK)-based business provides creative consultancy, design, print, distribution and stockholding to European retail brands. "Putting the detail into retail" sums up B Print & Display's comprehensive merchandising and retail POS/print service. The company has expanded dramatically following the installation of its original HP Scitex FB7600 Industrial Press, which gave it the ability to produce a wider range of retail applications, including free-standing and counter-top displays.

"With an additional press purchase, we saw a huge opportunity to expand our production capacity, broaden our service capability and increase sales," explains Will Skelchy, managing director, B Print & Display. "Due to the huge success and confidence gained from our original HP purchase, the choice of an additional HP Scitex FB7600 was very easy. Plus, with its upgradable product platform, we were confident that it would keep pace with our growth."

Business building print benefits

B Print & Display's HP Scitex FB7600 Industrial Presses enable a quick return on investment (ROI), due to their high productivity benefits, which are driven by features including automated media handling and ability to print onto a wide range of media. These benefits have enabled the company to deliver jobs faster and more competitively, as well as take on work it couldn't have produced before.

With POP display-quality print speeds up to 55 sheets per hour[1] and capabilities like edge-to-edge printing and UV-curable color inks used for both indoor and outdoor graphics,[2] the company's HP Scitex FB7600s are allowing B Print & Display to not only reduce costs and improve production efficiencies, but provide a high speed and more flexible service - designed to support and aid the changing nature of retail marketing.

Now operating two digital presses, B Print & Display has the capacity to take on longer run jobs that it would have previously put on screen presses. This capability has enabled it to offer customers exactly the quantities they need, reducing not only the cost of screen print production and any associated waste, but also cutting down on transportation and storage costs, too.

Rolling out the carpet

The HP Scitex FB7600 Industrial Presses' ability to handle rigid media from 180g/m^2 to 25mm has allowed B Print & Display to develop new innovative applications.

"Our HP Scitex FB7600s are ideal for printing directly to display signs and POP substrates, but we can also print on more unusual substrates including carpets, rubber flooring and glass," says Dan Skelchy, business development manager, B Print & Display.

To demonstrate its capabilities and attract the attention of potential new customers, B Pint & Display printed complimentary carpet tiles featuring a variety of designs.

"The carpet samples were the ideal vehicle to raise awareness for what's possible with our new HP presses – literally, the sky's the limit," says Dan Skelchy. "We believe that it's really important for us to fire the imaginations of retail brand marketers and ensure that we're seen as print innovators. This way we continue to deliver additional value to customers and retain our competitive edge."

Cost-saving and increase competitiveness

With no screen or plate-making requirements and the productivity benefits delivered by the HP Scitex FB7600 Industrial Presses, B Print & Display has been able to not only offer short run jobs, but provide them at competitive prices to ensure that they win and then retain the business.

"We are now able to provide customers with what they want, when they want it. Gone are the days of technology restrictions. With virtually no down time, we are now much more productive than ever before. With the additional benefit of digital printing and HP's high color quality for production of wet proofs, customers now have no issues in signing off jobs. We couldn't be happier with our HP Scitex FB7600s - they have literally revitalized our business," concludes Will Skelchy.

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1) The HP Scitex FB7600 Industrial Press has six POP modes and two production modes, the latter of which can print up to 95 full sheets (up to 165 x 320cm (65 x 126in)) an hour.

2) The ink system using HP FB225 Scitex color 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. Using a UL 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." Not applicable when HP 225 Scitex Inks are used together with HP FB225 White Scitex Ink.

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