

Press Up's web-to-print business targets best-in-class service and achieves 25 per cent year-on-year growth with HP Indigo presses



At a glance

Industry: General Commercial Printing

Business name: Press Up

Headquarters: Nepi (Viterbo), Italy

Website: pressup.it



Challenge

- Exploit digital printing technology to enter growing market for short run printing on demand as the traditional printing market matures.
- Leverage digital business to satisfy increasing demand for variable data printing (VDP).
- Take advantage of web-to-print technology to offer customers end-to-end process that delivers printed products within 24 hours.

Solution

- Four HP Indigo 7600 Digital Presses for offset quality, web-to-print, VDP to create personalised printed products.

Results

- Achieved 25 per cent, year-on-year growth in digital printing business capable of printing short runs on demand with fully automated processes, professional finishing and 24-hour delivery.
- Exploited VDP capabilities to create two versions of Radio DeeJay photograph exhibition catalogues; 500 were customised for sponsors and 500 sponsor-free for sale.
- Capturing book publishing business where digital printing offers managed costs and minimised inventory on reduced budget.
- Higher margins per copy from value added services, such as VDP, offered with short run, web-to-print business model than traditional, printing cost per copy.

“We hit the ground running by optimising our processes as we incorporated HP Indigo technology into our business. HP was the best supplier in our opinion, both in terms of digital presses and as a business partner.”

– Vincenzo Cirimele, founder and CEO, Press Up

Italian web-to-print business, Press Up, has enjoyed consistently strong growth since it was set up three years ago. With a turnover approaching €8 million in 2013, Press Up forecasts 25 per cent growth for 2014 and continues to expand its business in a period of challenging economic conditions throughout Europe. In the third quarter of 2013 the company purchased two HP Indigo 7600 Digital Presses, bringing its total of HP Indigo Digital Presses to four, and upgraded its digital front end server to a HP SmartStream IN400 Print server. Press Up will shortly be relocating to larger, 6,000 square metre facilities.

Expanding the target market with web-to-print

“Web-to-print offers Press Up an online market that eliminates geographical boundaries - our business has grown throughout Italy, and we are starting to sell into international markets,” explains Vincenzo Cirimele, founder and CEO of Press Up. “Our strategy has been to target the growing B2B market for on-demand, shorter print runs that can incorporate variable data if the customer needs it. Our production has increased by over 100 per cent, operating 24/7 for the last 12 months, from 16 hours’ a day, five days a week. Our four HP Indigo 7600 Digital Presses allow us to scale and integrate end-to-end production, optimising workflow management and maximising our productivity,” states Cirimele.

Best-in-class printed products with 24-hour delivery

“Our online success with some incredible customers reflects our offer of best-in-class printed products with nationwide 24-hour delivery, from the online order, file submittal and verification, to choice from a wide range of substrates, through to a host of professional finishing options for binding, cutting and stitching, including the creation of hardcover books,” says Cirimele.

Cirimele highlights how HP Indigo technology, combined with more than 2,500 compatible substrates, allows Press Up to create innovative, high-impact solutions for customers.

“With the HP ElectroInk we can create products that really stand out, such as embossing effects, or the ability to print on transparent or dark substrates using the HP Indigo ElectroInk White. Also, the press’ Pantone® colour matching capabilities mean that our customers are completely confident their printed products are a perfect colour match to designs,” states Cirimele.

Vincenzo Cirimele remarks that Press Up, as a business adopting certified sustainable business practices, values the HP Indigo press certification with the Intertek Green Leaf Mark.

Charity raises funds with variable data printing

Press Up’s variable data printing (VDP) can be exploited by customers to generate revenue. A sponsored charity exhibition organised by Radio DeeJay, the number one private radio station in Italy with over five million daily listeners, exemplifies how Press Up’s solution added value to the event catalogue. The DeeJaynellarmadio exhibition (DeeJay in the wardrobe) raises funds for charity through sales of the photographs taken by an award-winning photographer and the catalogue. Cirimele describes the solution. “The DJs were photographed with their wardrobe at home by an award-winning photographer. Using our variable data capabilities we were able to print two versions of the exhibition catalogue that included all the photographs.



Five hundred copies of the exhibition catalogue included logos, branding and information on the sponsors and partners of the event, and was distributed among them. Another 500 copies of the catalogue were printed without sponsor or partner information so that they could be sold to the public to generate additional income for charity.”

Funds raised went to the Dynamo Camp charity that offers support to children between six and 17 years of age who suffer from grave or chronic illnesses.

Freedom and flexibility to create on demand

Cirimele describes how customers appreciate the freedom of choice offered by offset quality on demand. “A regional government institution recently commissioned 300 copies of a book. They compared prices online and chose our services, 200 copies is a typical order but we can also print as few as 25. We have book publishers among our customers that have been exploring digital to be able to make their investment in a particular book at costs that are more manageable. They will print and distribute a couple of hundred copies and if the book is successful they can request additional print runs. They save on their budget by printing hundreds of copies rather than the thousands that are required to make a traditional press run viable. They are optimising inventory and reducing the risk of returned stock that is unsold.”

Winning go-to-market strategy

“We chose HP Indigo 7600 Digital Presses as they offer offset image quality, high reliability and industrial production speeds, but also because HP shared its knowledge of the printing business and its go-to-market experience with us,” Cirimele states.

Press Up’s success in establishing their web-to-print business is giving them the confidence to explore opportunities for further expansion and even diversification into other markets such as labels and packaging. “We believe digital printing offers great opportunities for expansion, even by diversification into other markets,” concludes Cirimele.

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