

Nevsky Plakat increases output volumes thanks to HP Latex Printing Technologies



At a glance

Industry: Sign & Display

Business name: Nevsky Plakat

Headquarters: St. Petersburg, Russia

Website: nplakat.ru



Challenge

- Raise output and increase the format for indoor printing.
- Expand the range of services, products and printable materials, to attract new business to counteract the reduction in the outdoor advertising market.
- Offer clients environmentally responsible, consistent and high-quality, odorless indoor printing.

Solution

- HP Latex Printing Technologies; Nevsky Plakat first invested in the HP Latex 850 Printer and added the HP Latex 260 Printer to produce vibrant interior prints.
- For greater productivity it purchased the HP Latex 3000 Printer with the highest available output and print width of 3.2m.

Results

- Nevsky Plakat has considerably expanded the range of indoor products available by applying the most varied of substrates: textiles, canvases and wallpaper materials. This has attracted new business from architects, interior designers and construction companies.
- Customers with heightened requirements for health and safety have become key clients; theatres and concert halls, children's and study institutions, restaurants and cafés and retail complexes.

“The HP Latex 3000 has seriously increased our output: with a print width of 3.2m it doubles the speed of the HP Latex 850 Printer. With this machine we can print more than 2,000m² a day and the HP Optimizer reduces the ink curing temperature, meaning we can work with materials that are heat sensitive.”

— Vladislav Golubev, head of production, Nevsky Plakat



Starting operations in 2003 with a small facility and only five employees and one single solvent printer, Nevsky Plakat grew quickly, producing banners, posters for billboards, advertising boards and cross-street banners.

When regulations were introduced restricting the location of street advertising, the market for large format outdoor printing shrank. Advertising shifted from the streets to the cinemas, retail centers and other indoor locations. This prompted Nevsky Plakat to find the best solution to produce the high resolution prints needed for this indoor market and installed a succession of solvent printers from HP.

From eco-solvent to HP Latex Printing Technologies

Although the HP soft-solvent printers Nevsky Plakat invested in performed as expected they were not the right solution for indoor advertising. Clients were not satisfied because of the characteristic odor that comes with products printed on solvent printers. In parallel, demand had grown for high-quality indoor prints with widths over three meters and Nevsky Plakat's equipment could not satisfy such demand.

Working to solve these issues, its management studied all available print models on the market. “We looked for suitable equipment, but all the solvent-free indoor printers at the time had a print width of up to 2.5m, which was not wide enough,” explains Galina Savelyeva, co-owner and director, Nevsky Plakat. “Finally, at the FESPA 2011 exhibition in Hamburg, we discovered HP Latex Printing Technologies and decided to purchase the HP Latex 850 Printer. With a print width of 3.2m, it enabled us to use a variety of substrates. HP Latex Inks are resistant to atmospheric impacts and UV radiation, they are non-combustible,¹ odor-free and do not emit any harmful substances,² making the prints ideal both for outdoor and indoor applications. Inks dry instantly, ensuring the product can be shipped as soon as it is printed. The high elasticity of the inks prevents cracking during the assembly of prints and ensures longevity for transport designs.”³

Output tripled due to HP Latex Printing Technologies

“A year after our first HP Latex printer we purchased another, the HP Latex 260,” explains Olga Nasonova, co-owner and director at Nevsky Plakat. “In late 2013 we went on to install Russia's first HP Latex 3000 Printer.”

“The HP Latex 3000 has definitely increased our output: with a print width of 3.2m it doubles the speed of the HP Latex 850 Printer. With this machine we can print more than 2,000m² a day and the HP Optimizer reduces the ink curing temperature, meaning we can work with materials that are heat sensitive. The HP Optimizer also gives the ink its elasticity, which makes it simpler to use, explains Vladislav Golubev, head of production, Nevsky Plakat. “An added benefit is that the HP Latex printers do not require the installation of a powerful ventilation system usually required for solvent devices⁶ which helps us reduce energy consumption.”

Alexander Shandarovich, print operator, Nevsky Plakat, describes the printers versatile productivity, “We use modes with an output of 60 to 120m² an hour for indoor quality printing on the HP Latex 3000. For outdoor advertising we are now able to increase to 180m² an hour. There is also a mode with a speed of up to 360m² an hour for drawings and products designed for demonstrations from a large distance.”

Today Nevsky Plakat employs 30 people. The production and office space has increased several times over since the company was first opened and the environmental benefits on the shop floor and adjacent office have been significant thanks to HP Latex Printing Technologies.

New capabilities

The HP Latex 850 was St. Petersburg's first latex printer and gave the company a huge competitive edge, in terms of the new applications it could now offer thanks to the versatility of the printer to use a variety of substrates. Orders came in for seamless wall and ceiling coverings, canvases and customized wallpaper. Nevsky Plakat was able to enter a new market of interior design and now works with new customers, including architects, designers and construction companies. New orders were received for textile printing to design retail zones and interiors. Clients favored lighter fabric prints being more compact than a banner and form no creases. These clients were attracted by the environmental profile of the HP Latex Printing Technologies.

With no harmful emissions or odors, coupled with environmental safety certificates,^{4, 5} HP Latex Printing Technologies have captured the attention of customers, for whom safety is an important requirement. Nevsky Plakat's clients now include theatres, concert halls, exhibitions, children's and study institutions, medical establishments, restaurants and cafés, hotels, beauty salons, retail organizations and banks.

- 1) Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.
- 2) HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2010 and 2013) and none were detected.
- 3) Durability comparison based on testing of representative eco-solvent inks including eco-sol Max inks on Avery SA vinyl for display permanence and scratch, rub/abrasion, and chemical resistance. HP image permanence and scratch smudge, and water resistance estimates by HP Image Permanence Lab on a range of media including HP printing materials. See hp.com/go/supplies/printpermanence.
- 4) UL ECOLOGO Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).
- 5) HP Latex Inks are GREENGUARD Children and Schools Certified™ (see greenguard.org).
- 6) Special ventilation is not required to meet US OSHA requirements on occupational exposure to VOCs from HP Latex inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.

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