

Chun Sung Adcom selects HP Latex Printing Technologies for its competitive colour, sharp print quality and scratch resistance



At a glance

Industry: Sign & Display

Business name: Chun Sung Adcom

Headquarters: Seoul, South Korea

Website: silsaprint.com



— 친환경UV-LATEX실사출력전문회사
(주)천성애드컴
CHEON SEONG ADCOM Co.,Ltd

Challenge

- Chun Sung Adcom wanted to extend its fleet of HP Latex printers and replace its old solvent machines which were slow and made the workplace unpleasant.

Solution

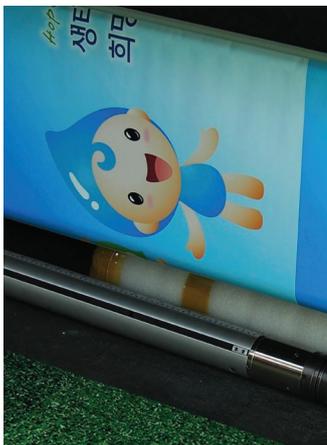
- Chun Sung Adcom invested in a HP Latex 3000 Printer to complement its existing HP Latex 850 Printer. This proved so successful it added a second HP Latex 3000 Printer within a matter of weeks.

Results

- The printers are five times faster than the old solvent machines, meaning jobs get processed quicker with even better print quality.
- One single operator can handle the same volume that would have needed five employees previously, saving money and time.
- Scratch-proof Optimizer technology makes the prints durable and removes the need for lamination.
- The HP Latex 3000 Printer can produce images on a huge variety of materials from leather mobile phone covers to wallpaper to surfboards, providing the best in versatility.
- Headaches among employees and complaints from neighbours are a thing of the past because HP Latex Printing Technologies do not produce the same strong odour associated with solvent printing.

“The HP Latex 3000 Printer is environmentally conscious, uses Optimizer technology to prevent scratches and can print to a variety of different materials. This will help us move away from advertising and toward the industrial market.”

— Andrew Seo, CEO, Chun Sung Adcom



Chun Sung Adcom was established in 1995 as an advertisement production company. Later, it entered the printing business along with Korean manufacturer DGI. Over the last five years the Korean print market has experienced a crisis as the market has become saturated with DGI equipment, causing the cost of printing to drop dramatically. This has led the company to explore new ways of differentiating itself in a crowded market.

“With prices dropping dramatically we were faced with the question: do we try going cheaper or do we try to make our services stand out with added value solutions?” explains Andrew Seo, CEO, Chun Sung Adcom. “We eventually decided that, instead of fighting a price war with domestic rivals, it would be better to differentiate ourselves as a high quality printer using HP technologies.”

HP Latex Printing Technologies for speed and quality

Since making that decision, the company has also adopted HP Latex Printing Technologies and has stopped using solvent print equipment altogether. This has helped it to grow its business by 30 per cent over the past five years. The most recent addition to the family was two HP Latex 3000 Printers, which join a HP Latex 850 Printer.

“We chose the HP Latex 3000 Printer because its environmentally conscious ink allowed us to target the green printing market for the first time. The second factor was the competitive colour and print quality that the HP Latex 3000 provides, compared to solvent-based or other equipment,” continues Seo. “The third reason was the speed of productivity. One HP Latex 3000 unit can do the job of five new DGI devices.”

Versatility, durability and flexibility

The new devices mean the company can work more effectively without additional manpower or increasing its environmental impact. And they incorporate Optimizer scratch-proof technology for robust durability.

“I’ve really been impressed with the scratch prevention. Previous latex equipment had some problems with scratches, but with the HP Latex 3000, there’s great scratch resistance without having to laminate, which makes the customer’s life easier,” adds Hwang Jeonghun, chief technology officer, Chun Sung Adcom. “The HP Latex 3000 is very easy to use and we have been very impressed with its usability. At the same time, it does all that with no scratches and without the need for lamination.”

The company was confident that the machines could deliver on colour quality having worked with HP Latex Printing Technologies in the past. They can also print to a wider range of substrates allowing Chun Sung Adcom to offer more flexible and versatile print solutions.

“I was confident about the quality because we were used to the HP Latex 850 Printer, and I knew that it would improve on that. More importantly, the HP Latex 3000 was able to work with materials that the LX850 was not, including wallpaper, sheets, SAV, PVC, banners, “flex” products, and even surfboard material, and that was a very important part of our focus,” says Seo. “Then, once we had one, we immediately bought another because it’s our policy to always have two of a particular device so that we never have a problem with late deliveries if the printer goes down.

Additionally, two devices allows for greater productivity, and, in the case of the HP Latex 3000, the same level as a lot of other devices, with less manpower.”

It was HP’s enthusiastic support that convinced Seo to purchase a second printer within a matter of weeks: “I had originally thought we’d wait for six months or so, but HP made us feel like we had a real partner in the business and that really took away any hesitation. So, I thought, “If HP is going to provide this level of support, what is stopping us from purchasing the second machine now?”

A cleaner workplace than with solvent

The company is also benefiting from the cleaner process used by HP Latex Printing Technologies. Solvent-based prints produce strong odours, the HP Latex printers allow for a far more pleasant working environment that eliminates the need of a ventilation system.¹

“We’re located in a residential area of Seoul where there are a lot of houses and in the past we had a lot of complaints, especially in the summer when we have our windows open while we are printing. We’ve also had issues with employee headaches and a high rate of staff turnover,” comments Seo.

Consistency and cost-savings

The HP Latex 3000 can handle the workload of five solvent printers and has allowed Chun Sung Adcom to reduce associated labour costs by up to 80 per cent. It has also improved the overall consistency of the print process.

“If you have five solvent printers running, you need five workers, but with HP Latex printers, even with the same ratio of employees to printers, you’re saving on costs for four employees,” continues Seo. “In addition, printing with a single machine provides consistent results, but a group of five printers will rarely all be in the same condition, resulting in mismatched colours. Using the HP Latex 3000, the boost in productivity doesn’t just decrease the manpower required to complete orders, it also improves consistency by concentrating the output on one or two machines.”

With the two HP Latex 3000 Printers fully operational, Seo is looking to other markets that have been opened up by the versatility of the media on offer.

“HP Latex prints have been a huge improvement and have created a good impression with customers, giving us a much higher rate of repeat orders. In addition the ability of the HP Latex printers to print on a wide variety of different substrates, has allowed us to move away from the advertising market and toward the industrial market.

“We are currently using HP Latex Printing Technologies to produce prints for boats, snowboards, yachts, and a host of other products. I believe there is an opportunity to expand further into the industrial market. The only way to continually achieve success is to create markets with new products that can deliver limitless potential for growth and value,” concludes Seo.

View the video at



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1) 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.

