

Be'eri Printers continues to lead in transpromo printing innovation and efficiency with the help of HP Inkjet Web Presses



At a glance

Industry: Direct Mail & Transactional Printing

Business name: Be'eri Printers

Headquarters: Kibbutz Be'eri, Israel

Website: beeriprint.co.il



Challenge

- Improve efficiency, flexibility and print quality of high-volume transpromo production to meet increasingly tough customer expectations for faster turnaround with high quality.
- Adopt new technology to support evolving market toward use of PDF files.

Solution

- Be'eri Printers purchased an HP T200 Color Inkjet Web Press and soon after added an HP T230 Color Inkjet Web Press, replacing outdated inkjet printing technology.
- HP Bonding Agent and media treated with ColorPRO Technology enable Be'eri Printers to achieve high quality printed results on cost-effective papers, leading to significantly reduced inventory requirements.

Results

- Having moved about 90 per cent of its transpromo and direct mail work to the HP Inkjet Web Presses, Be'eri Printers no longer needs to preprint offset shells, saving significant time, hassle, waste, and manpower.
- Multiple small files are now routinely combined and printed as a single large print file, dramatically reducing time, wastage and operational complexity.
- Be'eri Printers has cut costs significantly across multiple parameters, including reductions of over 50 per cent in paper waste, 30 per cent in paper inventory level, and 25 per cent in printing department manpower.
- One HP press delivered uptime of up to 87 per cent across the month-long financial mailings season, enabling Be'eri Printers to meet its commitments with ease.

“With the HP Inkjet Web Presses, we can print pretty much everything at high speed, quality and resolution, and with 100 per cent production predictability.”

– Eyal Ben Zvi, head of data management, Be’eri Printers

When it comes to both transactional printing and inkjet printing, few companies can rival the experience – or heritage of innovation – of Be’eri Printers. In the early 1980s, it introduced and patented the self-mailers that are today an industry standard. And, in 2000, as the first to adopt colour inkjet technology, Be’eri Printers was instrumental in making colour the standard for transactional printing, effectively leading the transpromo revolution.

Today, the company is one of the Middle East’s largest printing houses. It offers automated design and printing services, specialising in transpromo, transactional, and security printing applications. It has a commanding presence in the Israeli market, particularly in telecommunications, banking, and government ministries. At Be’eri Printing, transpromo style transactional printing involves the addition of full-colour, segmented and targeted marketing messages to transactional documents to extend the customer relationship.

Dramatic results with HP technology

With its strong foundation of inkjet printing success, one might expect that adopting more advanced technology would have an incremental effect. But, after Be’eri Printers made the move to HP colour inkjet printing, the improvement to the company’s production efficiency and capabilities has been dramatic. The numbers say it all: over 50 per cent reduction in paper waste, approximately 30 per cent lower paper inventory levels as fewer types of paper need to be stocked, 25 per cent reduction in printing manpower, and 100 per cent predictable production even on jobs that used to frequently suffer delays.

By the time Be’eri Printers selected HP inkjet technology, it had already been searching for a few years for a new colour inkjet press. “Everyone wants much faster turnaround times and high quality, so we have to be able to react more quickly and be more flexible,” says Eyal Ben Zvi, head of the data management department. “Our previous technology was out of date; we needed something faster that could print in higher quality and on less costly paper.”

HP proves right on every count

Ultimately, Be’eri Printers chose to replace its old inkjet technology with two HP presses, installing an HP T200 Color Inkjet Web Press, in May 2012, and an HP T230 Color Inkjet Web Press in October the same year.

As Be’eri Printers is a kibbutz-owned company with rotating management, Ben Zvi has a broad perspective on both the investment decision and the impact of the HP presses.

“You don’t really buy; you enter into a partnership. First, you choose a partner, then a technology, and after that you look at the cost.”

Ben Zvi says that HP has delivered on all three counts:

On partnership: “With HP, it’s a strategic partnership, with mutual interests. We know if there’s a problem, it will be solved; if there’s a challenge it will be met. The team is very dedicated.”

On the technology: “This technology has been a huge jump for us. It all works automatically and the machine adjusts itself while printing. Also, the finishing runs smoother and faster because the HP technology is more stable.”



On cost: “In terms of cost-effectiveness, we expected one thing and got something much better. It has amazing uptime, the waste is a fraction of what it used to be, and it gives high quality on cost-effective paper.”

Ben Zvi rates the uptime as ‘quite astonishing’. “In March, when we send out all the year-end regulatory documents, one of the machines ran 75 per cent of the month.” Be’eri Printers operates 24/6, which is 86 per cent of a month, making the effective uptime of the press just over 87 per cent.

Fewer pre-printed shells

Within a few months of installing the HP Inkjet Web Presses, Be’eri Printers had moved 90 per cent of its transpromo work to the new technology. Because the HP presses can print in high quality on uncoated papers, many of the jobs that used to require preprinted offset shells prior to inkjet printing are now printed all in one shot on the HP Inkjet Web Presses, saving significant time, costs and complexity, and improving quality.

For example, Be’eri Printers used to print cellular phone bills in three stages, using offset and inkjet and two types of paper. It printed the first page in colour with inkjet on high-quality paper; and used less expensive paper for the subsequent pages, pre-printed in colour offset and then in black and white inkjet. With the multi-stage process, wastage was high, and uniting all the pages together added time and complexity. Now, all pages are printed together on the HP Color Inkjet Web Presses. “We print everything in one go on the lower-priced paper and it looks nicer and more modern,” says Ben Zvi.

Big efficiencies with united files

Be’eri Printers now prints almost all transpromo jobs on either two types of paper: standard uncoated paper and ColorPRO Technology-treated paper. In addition to vastly reducing paper inventory, using only two paper types allows multiple small files to be combined into a single large file, which dramatically reduces wastage, time and documentation.

“It’s one job ticket instead of 10, 20 or 50,” explains Ben Zvi. “The customer gets the exact same thing and we get to print everything in one batch. The HP technology can replace the offset printing and because we’re printing on one type of paper, and the PDF files are light, we can unite files very easily.”

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