

The HP Scitex FB10000 Industrial Press slashes costs and lifts productivity for display and signage powerhouse Active Display



At a glance

Industry: Sign & Display; Point of Purchase (POP)

Business name: Active Display Group

Headquarters: Melbourne, Australia

Website: activedisplay.com.au



Challenge

- Embrace digital print technology without abandoning strong screen printing heritage.
- Meet client demands for innovative cost effective POP solutions that will increase the in-store purchase experience.

Solution

- Deployed the HP Scitex FB10000 Industrial Press to handle major POP demands from major clients, complemented by the investment in the HP Latex 3000 Printer.

Results

- Achieving double the anticipated print output for both the HP Scitex FB10000 Industrial Press and HP Latex 3000 Printer.
- Winning customer plaudits for speedier delivery, stunning quality and more competitive pricing.
- Eliminating a monthly six figure subcontracting cost.
- Reaching 50 percent capacity improvement at a third of the cost.
- Eliminating lamination process delivers extra \$50,000 saving per month.

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– Stuart Gittus, operations director, Active Display Group

Pole position in POP Display and Signage sector

Active Display Group is Australia's largest Point of Purchase (POP) display and signage organization. It has evolved over 25 years from a small Melbourne signage business to today's retail marketing powerhouse of design, manufacture and implementation.

With almost 400 employees across Australia and China, its broad range of in-house services, products and facilities give it unrivalled scope in Australia's retail marketing material solutions sector. In Hong Kong its regional office provides offshore sourcing and account management for its Australian and international clients.

An impressive track record of organic growth and acquisitions helped propel Active Display Group to the pole position it enjoys in this sector. So much so, that in June 2014 STW, Australasia's leading marketing content and communications services group, acquired Active Display Group to fill a gap in its service portfolio which would “provide significant benefits to our clients operating within the ‘Path to Purchase’ and retail fields,” says Stuart Gittus, operations director, Active Display Group.

Active Display Group adopted an operational strategy in 2010 that seemed to defy the trend being enthusiastically followed by rivals in the Australian retail marketing materials industry. Gittus explains: “We saw rivals jumping with both feet into digital printing and abandoning screen printing. We strategized that we could move carefully and gradually into the digital print space and still complement our screen printing expertise.”

Great results from POP marketing investment

Gittus says the company was acutely aware that they had to guarantee to Active Display Group's brand and retail clients that they would still achieve great instore results for the POP marketing investment they were making. He visited the HP digital print R&D plant in Israel in mid-2013 and was introduced to the HP Scitex FB10000 Industrial Press and the HP Latex 3000 Printer. “We bought both machines as a powerful complement to each other and to give us an important flexibility to the solutions we could offer clients.”

He recalls how the machines; “more than doubled our expectations. The HP Scitex FB10000 Industrial Press achieving between 40,000 and 50,000 prints each month and the HP Latex 3000 Printer recording between 14,000 and 16,000 prints a month.”

The immediate pay off was spectacular, enabling Active Display Group to bring back in-house up to \$100,000 worth of print work each month, including banners, that had previously been contracted out. It also prompted the de-commissioning of two screen printers. “That meant we still had four screen print lines, but we are looking at further digital print purchases and further screen print de-commissioning.”

When judging the impact of the HP Scitex FB10000 Industrial Press, Gittus talks of speed, quality and versatility. The speed of output had already been a welcome surprise. The quality of the print finish achievable with HP Scitex High Dynamic Range printing delivers a “wide gamut of color with excellent ink adhesion on a spectacular range of substrates which enables us to deliver to our clients an extremely wide range of imaging needs with quality and speed locked together.” He listed the following variety of stocks as evidence of the versatility Active Display Group is delivering to its retail clients: synthetic paper, cardboard, fluted and corrugated boards, foam PVC, plastic styrene, timber, plywood, magnetic and self-adhesive vinyl.

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Speedier delivery, excellent quality, more competitive pricing

He mentions another dimension: productivity. “The HP Scitex FB10000 enables us to boost productivity in so many ways. Valuable production time saved because of the zero set up and simple operation. Automated handling and flexibility covering a wide variety of media allows the organization to deliver jobs faster and more competitively. At the same time it has meant that work is being brought back in-house at more competitive margins.

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He explains the investment rationale behind purchasing the HP Latex 3000 Printer: “It is a game changer of a machine because at one stroke it allowed us to replace seven other roll fed machines. We are getting 50 percent capacity improvement at a third of the cost. It has also eliminated the need to over-laminate every print and that has been a significant direct saving per month.”

He highlights two major clients as examples of delivering breakthrough results. The first involves a multinational toy retailer needing a monthly refresh of a 10m v 4m feature wall - striking piece of 3D POP marketing merchandise. The process used to involve three stages; digital printing, mounting on a card and then cutting. Gittus says: “Now we print straight onto a fluted board and simply cut it. Apart from the speedier result it delivers up to a 75 percent cost saving for our client.”

The second example is a range of in-store sign boards used by one of Australia's iconic department store chains. Previously the task required high resolution printing which had to be mounted and then pressed onto an 18mm thick foam board. With the HP Scitex FB10000 Industrial Press Active Display Group now print directly to the board with between 30 and 50 percent cost savings, depending on the length of the print run.

Gittus praises the open line of communications Active Display enjoys with HP: “There is good rapport with all levels, from vice president, to R&D executives, to the technicians who come on site. HP continually wants to know how we are going with the solution. They are clearly committed to this digital press platform and share with us the company's philosophy. It is reassuring and strengthens our partnership with HP.”

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