

Falkland Press grow digital business 100 per cent with innovative products thanks to the larger format HP Indigo Press



At a glance

Industry: General Commercial Printing

Business name: Falkland Press

Headquarters: Letchworth Garden City, UK

Website: falklandpress.com



Challenge

- Create larger format products for eye-catching packaging and commercial printing.
- Exploit cost effective short-run production to offer print on demand versioning.
- Offer innovative products on specialty substrates also for medium and long-run volumes.
- Design new products for supported specialty substrates and offset quality with 7-colours including white ink.

Solution

- Large B2 format applications with offset quality HP Indigo 10000 Digital Press.
- 7-colour HP Indigo ElectroInks, including white, offer greater creativity in product design.
- Support for specialty substrates including textured, uncoated and metallised substrates, for innovative products.

Results

- Larger format offset-quality products on the HP Indigo 10000 Digital Press help grow digital business 100 per cent this year.
- Multiple, short-run orders with versioning and without minimum order threshold lifts margins while optimising customer packaging.
- 29-inch/B2 format attracts customers with innovative oversized packaging, brochures and mailers.
- High-impact packaging on specialty substrates, such as own-brand metallised boards, proving highly successful with customers.
- Higher productivity with more cartons per sheet, inks dry off the press, reduced finishing times, more vibrant colour than litho, satisfies same day turnaround schedules more confidently.

“Competition is fierce so being the first to market with new products allows us to capture new business. The B2-format HP Indigo 10000 Digital Press is giving us an edge over the competition.”

– Jon Lancaster, managing director, Falkland Press

Falkland Press is one of the UK's leading commercial printers. By investing in the latest technology the company ensures that customers benefit from processes, services and products that give Falkland Press an edge in the print market. The company has a number of routes to market including its printedeasy.com ecommerce site. Thanks to a long-planned major investment Falkland Press has relocated to 4,000m² facilities in Letchworth Garden City, UK, and added a raft of new printing and finishing equipment, including the B2 format HP Indigo 10000 Digital Press, a high-speed Heidelberg Stitchmaster ST450 saddle-stitcher, a Vega Mira 102 folder-gluer from Friedheim International, and a Heidelberg Varymatrix B1 die-cutter.

B2-size digital press production up 100 per cent

“The HP Indigo 10000 Digital Press gives us four to six times the production speed (depending on imposition), its larger B2 format offers unique oversized products, and we have the ability to deliver same-day turnaround for higher volumes with the increase in our digital output capacity of six to seven times,” explains Jon Lancaster, managing director at Falkland Press. He adds, “Production on our HP Indigo digital presses has grown 50 per cent a year over the last seven years. Last year our digital production represented 22.5 per cent of our overall production. This year, with the addition of the HP Indigo 10000, it will reach 45 per cent.” Falkland Press purchased its first HP Indigo press seven years ago and invested in the HP Indigo 5600 Digital Press in 2012.

Bespoke and short-run packaging lifts margins

“The HP Indigo 10000 Digital Press gives us bespoke and short-run packaging. Very short-runs with lots of versioning; 10 of 1, 50 of 1, lifts our margins,” explains Lancaster. Customers can order quantities of packaging as needed for sales campaigns, thereby spending their packaging budget more efficiently, minimising idle packaging inventory and eliminating waste. Lancaster underlines how the unique features of the B2-size HP Indigo 10000 Digital Press can also extend production capabilities beyond short-runs.

“It really helps us create larger and more efficient packaging impositions. Two A3 cartons will fit on a B2 sheet. Inks that are dry off the press help with collated printing, also saving time on finishing. The greater efficiency reduces production times and finishing processes, extending the cost-effectiveness to medium-runs on special substrates or even long-runs on metallised boards on the HP Indigo 10000. Our longest run to date on the HP Indigo 10000 is 160,000 cartons on metallised. Falkland Press' Heidelberg Varymatrix and its new Vega gluer means it can take on new types of carton work,” confirms Lancaster.

Customers attracted by high-impact packaging

“The ability to use special substrates on the HP Indigo digital presses means we can be more creative, offer exclusive products and grow our digital packaging market. We can print on difficult surfaces, such as textured or uncoated substrates, and our own-brand range of metallised board products. Customers appreciate the high-impact packaging we create using the HP Indigo 10000 7-color HP Electrolinks that include white,” Lancaster states, adding, “We create unique packaging designs using white ink on our gold and silver metallised boards.



We have produced over 450,000 sheets of metallised boards in year one on the HP Indigo 10000 Digital Press. The customers are enthusiastic with the quality. The 7-colours offer more vibrant output so their products stand out from the competition in the stores.”

Ensuring service delivery with the HP Indigo Onsite Uptime Kit

As testament to the levels of service delivery and customer satisfaction that Falkland Press aim to offer, Lancaster remarks that one of the stand out features of the HP Indigo digital presses is the HP Indigo Uptime Kit. “As a successful business it is important to deliver to schedule and keep customers happy so when there is an interruption the HP Indigo Uptime Kit in most cases ensures the press is quickly back up and running. We don't have to wait days for replaceable spare parts to arrive. Operators can engage remote support using HP Indigo Print Care to help diagnose and solve any issues rather than wait a day or two for a service engineer to visit.” Using HP Indigo Print Care press operators can diagnose and troubleshoot problems using the HP Webcam in real-time with remote support engineers.

HP gives an edge over competition

“Competition is fierce so being the first to market with new products allows us to capture new business. The B2-format HP Indigo 10000 Digital Press is giving us an edge over the competition. We invest in our equipment and our processes. We don't outsource. We are very focused on delivering high-value products to our customers and our digital business is rapidly expanding and this latest HP Indigo digital press is helping us build on that growth,” concludes Lancaster.

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