



# Tree Towns sharpens edge with all-in-one color and black and white printer

In 60 years of business, Tree Towns has continually adapted to market changes by adopting new technology and expanding its services. After decades specializing in technical document reproductions, Tree Towns added wide format color printing services. Recently, with demand for color prints growing, Tree Towns became one of the first companies to try the new HP PageWide XL 8000 Printer.



**Industry sector:** Repro Houses and Copy Shops

**Business name:** Tree Towns Imaging & Color Graphics

**Headquarters:** Elmhurst, Illinois, USA

**Testimonial from:** President and owner, Chuck Wingard

**HP solution:** HP PageWide XL 8000 Printer, 2 x HP Designjet L25500 Printers, 2 x HP Latex 260 Printers

**Website:** [treetowns.com](http://treetowns.com)



## Challenge

“Many of our customers now print documents themselves and don’t require as much printing as they used to, so we’ve increasingly moved into color and display work. With demand for color technical documents increasing, finding the right color printer for our shop was a priority.”

Chuck Wingard, president and owner, Tree Towns



## Moving beyond blueprints

Over the past decade or so, electronic documents have become the norm for Tree Towns’ core customer base of architecture, engineering and construction firms. With declining demand for reprographic services, Tree Towns began offering wide format color graphic services, to address advertising and communications firms. Its recent name change from Tree Towns Reprographics to Tree Towns Imaging & Color Graphics, says it all.

Chuck Wingard, president and owner of Tree Towns, notes: “We’ve remained competitive by providing a valuable service, and by investing in innovative equipment to separate ourselves from the competition, that helps us keep up with the turnaround times our customers demand.”

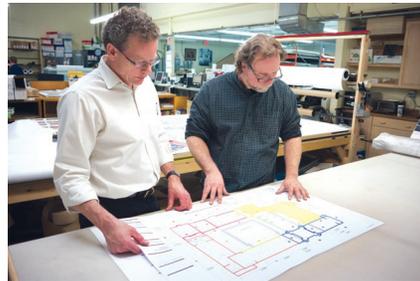
Even as it builds its color display work, Tree Towns is actively working to drive demand for color document reproduction. “Based on what we’ve seen, color can help with communication around architectural plans and other technical documentation.”

By mid-2014, Tree Towns had a broad array of production equipment, including several HP Designjet and HP Latex printers. With technical document printing still a mainstay of its business, Tree Towns was ready to boost both its black and white and color capabilities. It found the answer in the HP PageWide XL 8000 Printer – an all-in-one printer for color and black and white printing, well-suited to wide format color jobs and fast printing of technical documents. Notes Wingard: “The key is high quality at production speeds.”

## Solution

“A high level of line quality is what we are looking for. Sometimes architects use very light lines and shading...It’s very important that it prints clearly and this printer can do both color and black and white, fast.”

Chuck Wingard, president and owner, Tree Towns



## One printer for multiple types of work

Tree Towns was one of the first printing firms to test the new HP PageWide XL 8000 Printer. The company is exploring the printer’s expanded functionality and capabilities for a range of color and black and white technical documents and color display graphics.

Getting started was a smooth experience. According to Wingard, it was “practically seamless” to integrate the printer into Tree Towns’ operations. “HP did a lot of upfront work to study our workflow; and, no question, the printer is very easy to use. The way our operators are currently trained in our business, it fits in very well.”

Wingard expects the new printer will fill a gap in Tree Towns’ capabilities. “In addition to technical document reprographics, we would like to offer higher volumes of print,” says Wingard.

## Result

“Customers are impressed with the quality of print, whether in color or black and white. Some have said they want their documents printed only on the HP PageWide XL Printer.” Anytime you can bring your customer something better than they expect, it’s a win.”

Chuck Wingard, president and owner, Tree Towns



## Quality and speed that make a difference

To date, most of Tree Towns’ work on the HP PageWide XL 8000 Printer has been line work on 20lb bond paper, in both color and black and white, with sharp lines, fine details, and smooth grayscale.

“Doing technical documents at this speed is great,” says Wingard, referring to the ability to print up to 30 D/A1 pages per minute. He notes that having a single printer for color and black and white work, suitable for varied technical documentation and some wide format display jobs, can reduce the need to keep different media for different printers. It also can reduce demand on floor space, and possibly operator manpower.

Likewise, initial results from printing posters on different media have been promising. For one job, Tree Towns printed 250 color posters with gloss lamination. The HP PageWide XL Printer produced at 18 prints per minute, and the process was faster than alternatives.

On other jobs, quality also makes the difference. “We have raised the bar with the quality of print we can provide,” says Wingard.

The bottom line: “From what I’ve seen so far, I believe the HP PageWide XL Printer will help me print higher-quality black and white and color technical documents at excellent speed. That will allow us to print more documents per hour.”