



## PressOn raises profitability by increasing production capacity and radically reducing production costs

Indoor and outdoor digital print is attracting a larger share of advertising, as print service providers offer next-day delivery for eye-catching campaigns across multiple applications and installation sites. PressOn recently expanded its production capacity with the HP Latex 3500 Printer, to satisfy growing demand for its high-end retail applications for luxury brands and for its higher-margin, next-day turnaround service, all while reducing costs.



**Industry sector:** Sign & Display

**Business name:** PressOn

**Headquarters:** Kent, United Kingdom

**Testimonial from:** Andy Wilson, director and Tristan Harrold, production manager

**HP solution:** HP Latex 3500 Printer, HP Latex 3000 Printer

**Annual turnover:** £4.5 million

**Website:** [presson.co.uk](http://presson.co.uk)



## Challenge

“Costs are critical to customers, but increasingly they value faster, next-day turnaround and top of the range substrates for high-end applications. They don't want to know about the extra time solvent ink takes to dry or gas off, or ink reactions. Customers demand bespoke solutions and will pay more to have them.”

Andy Wilson, director, PressOn



## Staying two steps ahead of the competition

PressOn is one of the UK's leading large format digital printers and specialize in the production of high quality digital print for both indoor and outdoor advertising purposes. With a reputation for creativity, ingenuity and accountability for its work, PressOn was among the very first businesses to invest in HP Latex Printing Technologies from the very beginning. Customers immediately appreciated next-day delivery and the substrate versatility it offers and as PressOn's business has thrived, increasing production capacity, while reducing labor and running costs, it has been a priority to satisfy demand and improve profitability.

“We are always looking at what the market wants and how we can best meet that need,” says Wilson. “With HP Latex printers we have been able to approach customers and bid for work with the confidence that we can turn jobs around in a day while satisfying multiple demands across applications. Customers have been willing to pay extra for that and we have created a marketplace.

“Output can demand 24/7 production and the ability to increase productivity within our existing workspace, while reducing labor and operating costs, will drive our future growth. HP Latex has really come of age. We are excited to see the new HP Latex 3500 Printer is addressing our production challenges and reducing our costs by delivering unattended printing over three shifts.”

## Solution

“Our ability to satisfy a wider range of customer demands is encouraging our existing media vendors to explore new revenue opportunities, especially bespoke solutions across applications and installation sites or customers requiring health and safety certifications. Thanks to the HP Latex 3500 Printer we can deliver the most complex projects.”

Andy Wilson, director, PressOn



## Unique solutions attract higher-margin business

The quality and speed at which the Latex 3500 can reduce turnaround times, coupled with the application versatility, durability, and health and safety certifications of HP Latex Inks, win business. The new heavy-duty rolls along with the 10 liter cartridges increase uptime and unattended capabilities of the printer – which makes it ideal for overnight printing.

“HP has implemented a host of features we wanted to see to maximize productivity and unattended production,” says Tristan Harrold, production manager at PressOn, who highlights the new LED Proofing Lights for visually assessing the job on-the-fly; the Printer Status Beacon to monitor printer status from across the factory floor; and the In-line Slitters to save sheeting-off time, reducing bottlenecks in finishing.

Working with a client, PressOn produced 1500m<sup>2</sup> of printed vinyl graphics to cover the inside and outside walls, floors and the ceiling, for a range of weather conditions, for The Chocolate Adventure at Cadbury's World Theme Park in Birmingham. HP Latex certifications were critical in satisfying the two non-negotiable clauses. “We needed to ensure that all materials were fire retardant to class 0 and we were able to do that thanks to HP Latex Ink certification. Also the graphics had to be durable for at least five years, so the permanence and scratch-resistance ratings from HP were critical.”

## Result

“With larger rolls loaded we can print 500m overnight, dry off the printer and ready to finish in the morning. Fewer roll changes reduce waste, saving us thousands of pounds in media per month. With the HP Latex 3500 Printer running two shifts instead of three, we are saving 30 percent in labor costs. Production is definitely more profitable.”

Andy Wilson, director, PressOn



## Durable, high fidelity prints at low costs

In the four months since acquiring the HP Latex 3500 Printer PressOn have ramped up efforts to offer customers higher volume capabilities while still matching the short turnaround times PressOn customers expect. “Creating the livery for 50 taxis used to be a big challenge. We have wrapped 1,275 vehicles in the last six weeks. This allows our customers to turnover more advertising revenue on fleet vehicles,” Wilson says.

“In just four months the savings can be measured in thousands of pounds for just media waste savings alone. We can produce the same job on five 250m rolls that we would have previously produced with eight 135m rolls before. When we come to laminating, that's 3m saved on each roll change, multiplied by the thousands of meters we print monthly.

“Leaving the printer running overnight alone is now a reality. Unattended production is now at 80 to 90 percent compared to 40 percent before. Labor costs are down and productivity is up.

“Our customers trust and recognize HP as our production partner and there is no other printing manufacturer that can compete with that,” concludes Wilson. “With every new HP Latex Printer, our profitability has improved.”



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