



# Pureprint redefines digital print creativity, capacity and turnaround times

At Pureprint Group, being first comes naturally. The UK-based print and marketing solutions provider serves a diverse national and international client base in corporate, retail, creative, fine-art and personalized consumer products. It has become synonymous with digital printing leadership and innovation.

## PureprintGroup

**Industry sector:** General Commercial Printing

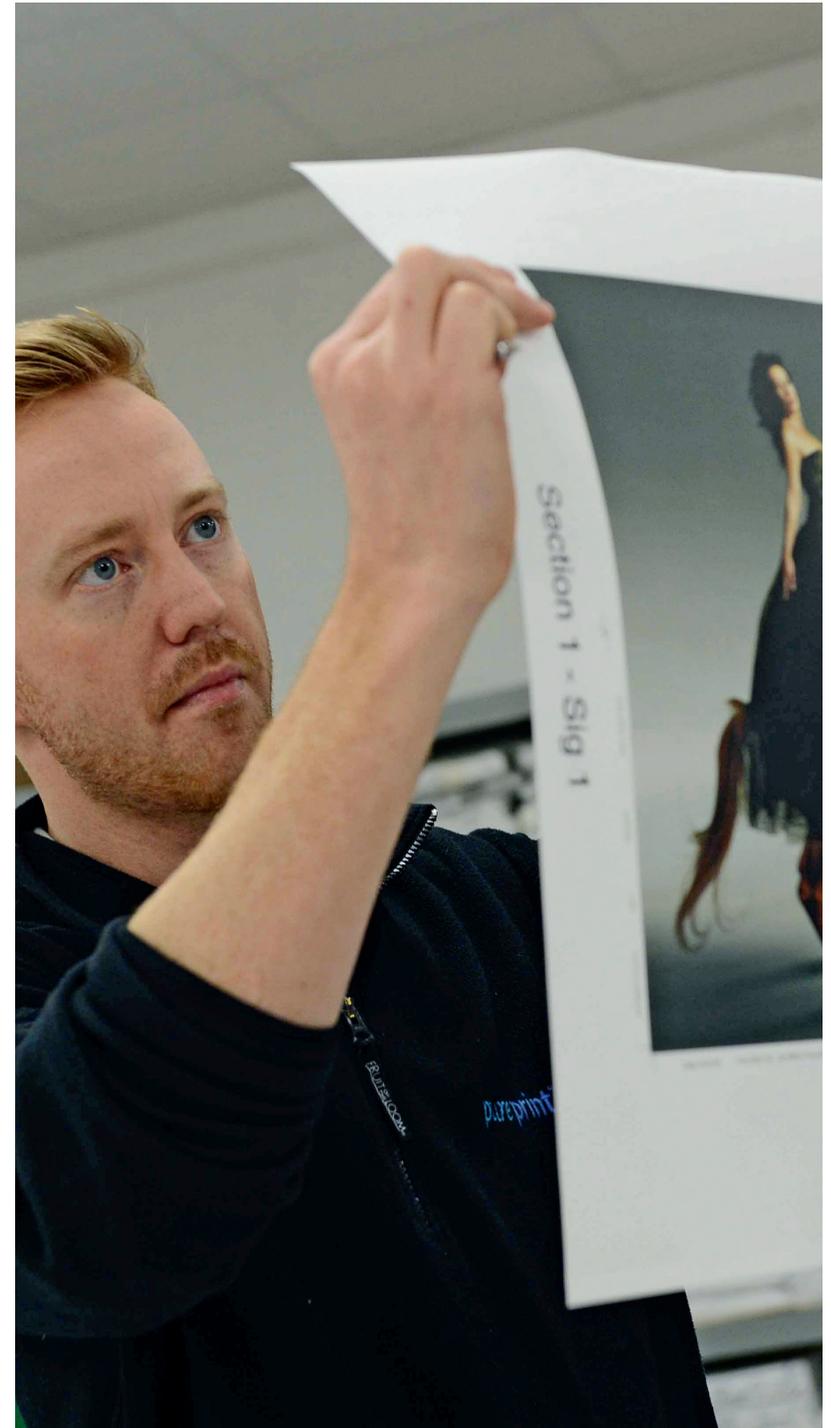
**Business name:** Pureprint Group

**Headquarters:** Uckfield, East Sussex, UK

**Testimonial from:** Aaron Archer, development director,  
Richard Owers, marketing director

**HP equipment:** 2 x HP Indigo 10000 Digital Presses,  
3 x HP Indigo 7800 Digital Press

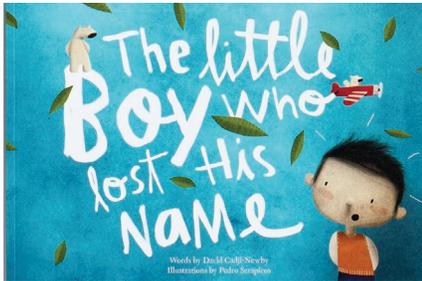
**Website:** [pureprint.com](http://pureprint.com)



## Challenge

“Our strategy is to diversify the range of products we are offering, and digital printing with HP Indigo is the single biggest area of that diversity. Having these presses is very powerful; it’s redefining what digital is capable of.”

Aaron Archer, business development director, Pureprint Group



### New customer group: self-retailing publishers

“We now work with three publishers of very creative and engaging personalized books, each targeting different sectors and audiences. In addition to publishing the books, they sell them online, making them both publishers and retailers, hence this new name, self-retailing publishers,” explains Archer.

The defining characteristic of the personalized books is that every single book is different. Using the book concept and structure created by the publisher, consumers input their own names or other details, selects visual components from a library of elements, and individualizes other aspects. Pureprint combines the variable and static data, prints the pages and covers, binds the books, and ships them directly to the consumers. These jobs demand extremely high quality digital printing, high-end finishing, and sophisticated data management and workflow.

“We started slowly about two years ago, but in the last 12 months, it’s grown very quickly and we have distributed over 100,000 books to over 100 countries,” says Archer. “We use HP Indigo digital presses, together with our own Purity workflow system and our very powerful finishing and fulfillment departments.”

## Solution

“With HP Indigo, creativity becomes the champion. There are lots of new ideas – personalized books, magazines, one-offs, dynamic direct mail, self-mailers with pop-outs and fold-outs – and the HP Indigo cost structure and technical interface makes it all possible.”

Richard Owers, marketing director, Pureprint Group



### Digital print a catalyst for creativity and growth

The impressive growth in personalized book production mirrors the growth of Pureprint’s digital print business. Managing director Mark Handford explains: “The combination of the best digital printing technology with our data, workflow and marketing platforms has offered genuine innovation to our clients and assisted in us winning £2 million of new contracts in the last three months.”

An applications showcase marketing campaign that Pureprint created soon after installing the first HP Indigo 10000 Digital Press generated more than £500,000 in new business, and a follow-on campaign produced after the second press came online had a similar effect.

“HP Indigo printing acts as an enabler in the manufacture of Personalized Consumer Products that didn’t exist before. That’s been a catalyst for creativity and created a whole new market, as people are now able to produce printed items that were previously not possible,” says Archer.

The business continues to reinvest in HP technology. Pureprint took delivery of three HP Indigo 7800 Digital Presses in January 2015, replacing its 7500 presses. The additions create one of the most modern and versatile printing facilities in Europe.

## Result

“People are amazed at the quality because it’s better than litho. You start with all the great things the HP Indigo presses are capable of, and then people are knocked over when they see it in large format, on uncoated and textured substrates. It’s a spur for creativity and growth.”

Richard Owers, marketing director, Pureprint Group



### Extensive versatility, and productivity to match

With two HP Indigo 10000 Digital Presses, Pureprint now has production capacity to serve more corporate reporting, financial services, retail, marketing and personalized consumer products which all require high-volume production, exceptional brand reproduction, and no-fail delivery.

“We need that burst capacity available to service our clients’ peak seasons, campaign launches and very quick-turnaround reports, ensuring we support their business needs,” says Archer.

Leveraging the fast-turnaround advantages of HP Indigo digital printing, Pureprint provides corporations and financial services firms with lightening-speed turnaround on research reports.

It also produces a wide range of direct mail campaigns, books, packaging, POS, educational materials, and more. “We fully utilize all the different print capabilities as clients continually challenge us in the creative space, whether it’s stock colors for corporate, white ink, IR red for security applications, or special effects for creatives,” says Archer.

Variable data printing accounts for a growing portion of the work that Pureprint produces on its HP Indigo presses. In addition to the personalized books, it comes into play for personalized stationery, personalized gifting for the charity sector and personalized direct mail campaigns.