



Heret Printing takes luxury packaging to new heights with groundbreaking digital offering

Heret Printing is a third-generation family-run firm that has been innovating for over 100 years. As a full-service producer of high-end packaging, Heret serves many of Israel's leading cosmetics manufacturers, along with pharmaceuticals, food and beverage, and other companies. In mid-2014, it installed the world's first HP Indigo 30000 Digital Press, bringing packaging innovation to a whole new level.



Industry sector: Folding cartons

Business name: Heret Printing

Headquarters: Yavne, Israel

Testimonial from: Yarden Ben-Dor, executive vice president,
Rahel Danon, chief marketing officer, Ahava

HP solution: HP Indigo 30000 Digital Press

Website: heret.co.il



Challenge

“Our customers are always looking for innovation in materials, processes and finishing. We’re always looking for the next thing, to help them – and us – stand out. Being the first in the world with the HP Indigo 30000 Digital Press makes us exclusive in our market.”

Yarden Ben-Dor, EVP, Heret Printing



Adjusting to a changing market

When Heret Printing installed the world’s first HP Indigo 30000 Digital Press, it was also the company’s first experience of digital printing. Before it took that step, Heret spent two years researching its digital options, determined to obtain capabilities that would truly set it apart. Yarden Ben-Dor, executive vice president at Heret Printing, explains: “Israel is small, and competition is tough. We want to be the only ones that can print what we print.”

In addition, Heret wanted to be able to cost effectively produce short-runs. “In our market, 5,000 boxes is the average, and that’s definitely short-run,” says Ben-Dor. “We work with lots of boutique manufacturers and even the bigger companies are doing shorter runs as a way to be more competitive. They do a line of 5,000 and move on to the next thing. And, there’s a lot of versioning, with cosmetics boxes for the holidays and things like that.”

A third goal was to help customers combat counterfeiting. “Some of our customers have been having issues with forgery and unauthorised online selling of their products. We were intrigued by the potential to use changing graphics and HP technology for invisible barcodes to help our customers with that issue.”

Solution

“We can move ahead with a better press. When we manufacture a package with the HP Indigo 30000 Digital Press, none of our competitors can come close to it. And, once others get the press, we’ll still have an edge; we’ll have more experience and knowledge.”

Yarden Ben-Dor, EVP, Heret Printing



Higher print quality, better customer interactions

Heret partnered with HP as an early adopter of the HP Indigo 30000 Digital Press at the end of 2013, and by May 2014, the new press was already running at production volume.

Since then, Heret has been moving jobs from offset to digital. In particular, because of the huge cost of media waste with offset, Heret now prints almost all jobs on metallised and other specialty papers on its HP Indigo press. These premium, high-margin jobs account for about 20 per cent of Heret’s work.

It’s not just about cost savings, but also about high-quality results. For Ahava, a premier cosmetics maker, and a long-time Heret customer, Heret printed 18,000 B2 metallised sheets on the HP Indigo press. “That’s far beyond the 1,500–2,000 sheets that we had previously used as a breakeven point,” says Ben-Dor. “We went for digital because we could reach amazing quality levels that we couldn’t get on offset.”

With the new HP Indigo 30000, Heret is increasingly incorporating versioning, invisible barcodes, and personalisation. It produces actual samples that customers use for tradeshow and sales meetings instead of making do with mock-ups.

“It has greatly improved how we manage customers,” says Ben-Dor. “We can now send a print to the customer to approve, saving our time and their’s. Also, we have more freedom to print proofs between jobs – there’s no setup.”

Result

“With the HP Indigo technology we can customise the design per target audience or retailer, and position ourselves as an innovative brand, so it has also improved our brand perception. It’s amazing in terms of quality and also in terms of lowering our inventory.”

Rahel Danon, chief marketing officer, Ahava



Thousands of unique boxes

In a different project that showcases how Heret is exploiting its digital capabilities to open new opportunities for customers, Heret partnered with Ahava to create 12,000 unique gift boxes for a special promotion at Israel’s largest retail pharmacy chain. Using the HP SmartStream Mosaic application, Heret created 12,000 Spring-themed images – unique variations of a handful of original master designs – and printed them directly on the HP Indigo 30000 Digital Press.

The project was a trailblazer for Ahava on multiple counts: colourful design, box-by-box customisation, quality, speed, and sell-in. “We needed packaging that customers would associate with Spring and that would make the box look like a gift,” explains Danon. “It took only a day at Heret to do the design, and – boom! – it was produced, 10 days before the deadline!”

What’s more, “the sell-in was very successful. It was a first for us to ship 12,000 units in one go to an account in Israel, which is a very small market.”

Heret’s adoption of HP Indigo 30000 Digital Press has been a bonus for Ahava from the outset. “We need very fast turnaround and with digital technology we can get faster results with more flexibility,” says Danon. “Aside from the very good print quality, and giving us the customisation advantage, the HP Indigo press is very fast and we can cost effectively print lower quantities, which gives us an inventory advantage.”