



Dashing Print's digital embrace delivers a 300 per cent revenue boost

Over a span of 30 years a small retail print shop has blossomed into a powerhouse of print services satisfying the demand of some of Australia's most successful retail brands. Sydney-based Dashing Print offers design, small and large format print, web-based hosting of digital assets, direct marketing, online ordering of personalised collateral, mailing and fulfilment.

DASHING PRINT

Industry sector: General Commercial Printing/Sign & Display

Business name: Dashing Print

Headquarters: Sydney, Australia

Testimonial from: CEO Mike Palmer

HP solution: HP Indigo 7600 Digital Press, HP Indigo 7800 Digital Press, HP Scitex FB10000 Industrial Press, HP Latex 3000 Printer

Annual turnover: AU\$30 million

Website: dashingprint.com.au



Challenge

“Customer focus claims can be a bit of a cliché, but it is part of Dashing’s DNA. Two years ago we wanted to take it to a higher level. Technology had to be the answer, HP digital print technology gave us the perfect answer.”

Mike Palmer, CEO, Dashing Print



Greater potential of digital print technology

Dashing Print’s reputation for delivering print solutions on strategy, on schedule and on budget had attracted an increasing list of high profile clients over the past decade.

The company had invested strongly in its infrastructure and was able to audit its customers’ print needs, analyse and help bring together the diverse in-house design and production operations that underpin effective marketing campaigns.

However the company believed even greater potential lay ahead. Its vision: to reinforce its customer focus by embracing technology capable of delivering exciting solutions that would support the critical brand image and presentation desires of its customers.

Mike Palmer explains: “We love technology and we love our customers. We don’t love the look and feel of the typical high street print operation. Traditionally that has been driven by an internal focus where the consumers’ needs often take second place.”

The challenge was to build on Dashing Print’s financial success and broaden it by attracting new customers. “Our strategy was to expand our technology capability and offer innovative, classic end-to-end, open print solutions to the marketplace.”

The stable of customers turning to Dashing Print for fine quality print solutions includes up market department store chain, David Jones: luxury bedding brand Sheridan and women’s fashion retail giant, the Specialty Fashion Group.

Solution

“The global reputation HP has earned in the print industry is legendary. To secure our vision as a leading player in terms of technology and customer focus we assembled a portfolio of excellent HP print technology. The versatility it offers allows us to more than satisfy the high quality demands of a great range of customers.”

Mike Palmer, CEO, Dashing Print



Delivering high value applications

“In spite of their best laid plans customers can be hit with last minute changes and additions to print distributions and allocations. We are able to eliminate the pain and hassle because of the sheer productivity, cost effectiveness, and flexibility delivered by our HP digital print technology.

“The HP Indigo 7600 Digital Press handles projects such as a large range of direct mail campaigns, fashion look books, and high end brochures for the real estate sector,” says Palmer.

“The HP Latex 3000 Printer’s water-based inks can layer six colours and 1200 dpi resolution on a wide range of media. We produce large run outdoor and in-store Sign & Display applications. It enables us to handle striking and impactful wall panels for telecommunications clients, as well as floor decals for retail outlets.

“The HP Scitex FB10000 Industrial Press is a productivity workhorse. It delivers great quality fast and handles large runs of double sided window banners for major national retailers.

“Our marketing team talks about us being ‘the pretty side of printing’. We get no argument from our customers when they see the unique effects we can create with the HP Indigo 7600 embellishments, like white ink, raised ink all of which can be delivered on dark, transparent, metallic, or recycled papers.”

Result

“Customers say we are helping their brand come alive, HP digital print technology is creating the right moment of connection with their target markets. Our reward is a 300 per cent revenue boost over the past two years without sacrificing our profitability goals. We now employ 75 people, up from 30 in 2013.”

Mike Palmer, CEO, Dashing Print



Milestones of success

Dashing Print have witnessed a steady increase in customer activity as it exploits the flexibility offered by HP digital print capability. This increase has seen it invest further with HP by adding the HP Indigo 7800 to its print fleet.

“Our annual revenue has grown from \$8 million to over \$30 million. The productivity we are achieving with the HP Scitex FB10000 is winning us customers, and in the large format business growth has been spectacular – 30 per cent in the past three months.”

This success has emboldened Dashing Print to push the boundaries with its customer centric vision of a broader range of services for the not for profit sector. It approached one of Australia’s Cancer Councils to help boost campaign effectiveness.

“In addition to ensuring compelling and arresting print solutions to help them tell their story, we saved them money in areas of warehousing, mail handling, inserting, folding and the highest print quality control,” says Palmer.

He considers the relationship with HP an important element in his company’s future planning. “It’s been very positive. It was a step change for us to change suppliers. HP channel partners such as the Currie Group and Celmec are evidence of the professionalism HP fosters. In addition I value the excellent access we have to HP management not only in Australia, but within the Asia Pacific region.

“HP’s focus is on making the relationship work and we get a clear signal that they not only want us to succeed, but they will be by our side in achieving that goal.”



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