



Amazine successfully moves into Singapore's competitive consumer design and print marketplace

Amazine is a modern design house with a reputation for delivering high quality work. Since its formation in 2003, Amazine has garnered practical, hands-on industrial experience and an exceptional ability to translate its clients' needs through professional and customised one-stop production services that include design, photography, copywriting, letter-shopping, and printing. Its holistic multi-disciplinary expertise has proven to be an invaluable asset to its customers.



A M A Z I N E

Industry sector: Professional Photography & Graphic Design

Business name: Amazine

Headquarters: Singapore

Testimonial from: Joe Khoo, founder

HP solution: HP DesignJet Z3200 Photo Printer;
HP DesignJet Z5400 PostScript® ePrinter

Website: amazine.sg

MOSAIC PRINTS



Challenge

"We love design and are firm believers in print. That is the heritage that inspires Amazine's team pedigree. Many of our retail customers have collected their amazing stories or memories on their digital devices and they want to remember and share with their loved ones. Our role is to listen and then create, design and print into an outcome that helps capture those cherished life experiences."

Joe Khoo, founder, Amazine



One-stop design and print service

In late 2014 Amazine introduced another dimension to its business model. It stepped into the highly competitive consumer print marketplace, opening a retail shop and offering a one-stop design and print service.

Amazine founder, Joe Khoo explains: "Many of our walk-in customers bring in digital files and ask us to materialise important moments in the form of large format photo print. I believe everyone would like their photo prints to look great. However, they might not understand design and print which are the important elements of the service we offer."

Amazine had previous knowledge of HP print technology through working with a close partner that used an HP digital press. "Our corporate customers often want small volumes of photo books for special promotions, or even just one copy of an exclusive catalogue. We design and send them to our partner, who can offer cost effective short-run on-demand with high quality results with their HP Indigo press.

"In addition to our work with corporate clients, our retail customers bring their photos to us and we help them to organise and design customised layouts into photo books. There are books for weddings, travelogues, commemorative events, families, and even farewell gifts. The print quality of the HP Indigo helps to reinforce our strength and competitiveness."

Solution

"We saw the excellent results from the HP Indigo press. So we looked at HP digital print technology for our consumer print solution. We installed an HP DesignJet Z3200 Photo Printer and the HP DesignJet Z5400 Postscript ePrinter. We are so confident about the printers that they sit right at the front of our shop. They are the first things our customers see and it makes a strong impact when the prints roll out."

Joe Khoo, founder, Amazine



HP DesignJet advanced capabilities

Khoo says: "The choice of the two HP DesignJet printers was deliberate because it gives us great flexibility to meet the wide range of print requests we receive from our customers, who can be individuals, families, architects, design and art students or professional photographers.

"The HP DesignJet Z3200 has 12 Original HP Photo Inks which give a wide colour gamut and produce outstanding gallery-quality prints. It also creates exceptional black-and-white prints. Customers who need the advanced capabilities of the HP DesignJet Z3200 are often mixed media artists or photographers. Good colour contrast is essential as well as the ability to display their work on a variety of media ranging from high gloss photo paper to canvas."

Low maintenance and high ink efficiency helps the company's productivity drive. The HP DesignJet Z3200 automatic servicing routines help prevent nozzle clogging and reduce media waste. The large-format, web-connected HP DesignJet Z5400 printer is used to create products such as posters, photos, canvases, backlit prints, indoor signs, point-of-sale material, line drawings and maps.

"We can use this printer to handle the needs of almost anyone who comes through our door. It has two-roll media and automatic switching features and these reduce time spent changing media as well as downtime in between multiple print jobs. We achieve even more efficiency and waste reduction because the HP DesignJet Z5400 technology detects and corrects ink placement errors during printing."

Result

"We offer a very happy marriage of design opportunity and print expertise. That is our great differentiator. Combining our knowledge with HP's world class print technology has resulted in us being able to consistently satisfy a consumer marketplace that has high expectations of timely, cost effective first class print results."

Joe Khoo, founder, Amazine



Exceeding growth expectations

One of the unique concepts designed by the Amazine team is the Mosaic Print posters in which between 60 and 100 images are printed and displayed on an A1 poster. "The popularity of the Mosaic Print has exceeded all expectations. Customers bring in 100 plus digital photos that they have captured on their mobile phones. They can't immediately imagine how the different shots can be compiled to give such a memorable effect. We create a pictorial concept, enhance the photos and then print it on the HP DesignJet Z3200 using only original HP photo paper," explains Khoo.

"The effect is stunning, made possible by the combination of the consistently brilliant colour possible with the HP Inks and the wide range of HP papers that the HP DesignJet Z3200 can handle. It has become one of our most popular products.

"Art students are an important growth sector for Amazine's consumer business. They are attracted by the difference we offer thanks to the superb quality of HP Inks and media and support from our team of designers who are able to share knowledge and offer advice about how different media can impact the final effect of their prints.

"The HP DesignJet Photo Printers give us the flexibility to offer a wider range of solutions than our rivals. In a highly competitive marketplace HP DesignJet Photo Printers give us a significant edge."