



L+L Printers revitalizes print with data-rich marketing solutions

Delivering innovative modern services is often talked about, but in reality it is hard to find a print service provider that's really doing it. L+L Printers has developed a portfolio of products and services that helps their customers grow their businesses while maintaining high standards of print quality and customer service.



Industry sector: Direct Mail, General Commercial Print

Business name: L+L Printers

Headquarters: San Diego, California, USA

Testimonial from: Bob Dixon, President, L+L Digital

HP solution: HP Indigo 10000 Digital Press, HP Indigo 7800 Digital Press

Annual turnover: \$15+ million

Website: llprinters.com



Challenge

“In a market where print is declining, we have developed services using variable data printing, digital and hybrid printing to prove to customers that print is relevant and still makes an impact.”

Bob Dixon, President, L+L Digital



Keeping print relevant

Facing market realities is not always easy, but the management of L+L Printers of Carlsbad and San Diego, California, has transformed the company from a traditional commercial printing enterprise to a dynamic provider of printing and marketing solutions.

L+L Printers is organized into three divisions that reflect its strategy and activities: L+L Printers, the Specialist Media Group and L+L Digital.

“We listened to our customers and invested in the technologies to deliver the short-run, on-demand print that they wanted,” explains Bob Dixon, President, L+L Digital. “Since then, we have taken the time to educate them on the other benefits of digital printing, like versioning, personalization and other possibilities of variable data print.”

L+L Printers took its first step into digital in 2007 when it invested in its first HP Indigo 5500 Digital Press, and a second in 2009. In 2012, it installed two HP Indigo 7500 Digital Presses, one of which has been recently replaced with an HP Indigo 7800 Digital Press.

“I joined L+L about two weeks after the first HP Indigo 5500 was installed,” says Dixon. “I’d worked with HP Indigo presses before and knew what they could do. They have been a driver of growth since then, but as our digital offering developed, we decided we needed a press with greater capacity, larger formats and a more competitive ROI.”

Solution

“Not only does our HP Indigo 10000 Digital Press mean we can print a variety of new products, but we’ve also been able to increase the yield, and maintain our competitive edge.”

Bob Dixon, President, L+L Digital



Broadening the vision of digital print

“Our clients represent those industries that can gain most from digital printing with variable data content,” says Dixon. “While many companies have digital presses, few have the experience we do in handling complex variable data.”

“The HP Indigo 10000 Digital Press with its large format (29.5 x 21.9in) takes the possibilities to a whole new level. Turnarounds can be faster, formats larger, and the Enhanced Productivity Mode, enabling 33 percent faster runs, is ideal for much of our direct mail printing.”

L+L Printer’s client base includes companies in the automotive, casino and gaming, convention, financial, healthcare, real estate, restaurant and political campaign sectors.

“These businesses require high-end, high-quality printed products, and their direct mail campaigns can comprise pieces of different sizes, on different substrates and with static and variable data content,” Dixon says. “We use all the resources we have: items can be fully digital, hybrid, or conventional, and we can also create personalized URLs (PURLs) and send emails for a fully personalized, multi-platform campaign. We call this ‘prin-te-gration.’”

L+L also offers full web-to-print and ‘store-front’ services, including fulfillment of non-print products.

“Customers can go online and order variable or static printed products, or non-printed items that we inventory for them. This is a ‘pick and pack’ service, items range from lunch bags to coffee mugs,” he says.

Result

“Since moving into digital print in 2007, we’ve seen it grow from zero to 40 percent and it continues to grow.”

Bob Dixon, President, L+L Digital



Disappearing barriers to digital print

“In the early days, many people equated digital printing with photocopying. Today we no longer hear, ‘That’s pretty good for digital.’ Print quality is a given,” says Dixon. “We try to retain the values of high quality print, and that’s why we chose HP Indigo presses.”

Presses have also helped the company’s revenues grow to \$15+ million in 2014.

Apart from more efficiently producing direct mail, L+L is using its HP Indigo 10000 Digital Press to produce posters, catalogs, pocket folders, as well as unique data-rich promotional print.

“We print mailers for casinos,” Dixon says. “They are masters of data collection and its effective use. The HP Indigo 10000 Digital Press allows us to print highly targeted pieces with full color variable elements.”

L+L Printers has seen growth in direct mail and catalog production.

“People like the visual and tactile nature of print. The web isn’t enough,” Dixon says. “With digital print, we can supplement the web using personalized print linking to PURLs, for effective cross-media marketing: a great example of ‘prin-te-gration,’” Dixon says.

“Our work is about connecting with the end-user. HP Indigo digital presses enable us to use the data available, be creative with formats and help our customers make the biggest impact possible,” Dixon concludes.