



Art Adorn enhances production efficiency to drive expansion into new markets

Art Adorn, established in 2006, is an advertising production company which has built its business of on large format print production. Thanks to the maturity of large format inkjet printing technology, it's seen unlimited business opportunities, and after several years of development, it has built two production factories in Yiwu and Shenzhen.



Industry sector: Repro House/ Print Service Provider

Business name: Art Adorn

Headquarters: Yiwu/Shenzhen, China

Testimonial from: Ivan Guo, General Manager, Art Adorn

HP presses: HP DesignJet D5800 Production Printers



Challenge

“Our volumes have increased year-on-year. To develop the business, we need our printers to keep pace with this growth. Investing in HP print technology means we’re utilizing the most advanced equipment, reducing costs and increasing margins. HP is vital if we are to strengthen our competitiveness.”

Ivan Guo, general manager, Art Adorn



Pressure on margins

The story of Art Adorn reflects the story of the company's home town, Shenzhen. Both started with a focus on serving customers in nearby Hong Kong, both have since grown hugely, both now have ambitions across China.

“We started life working with ad agency clients in Hong Kong,” says Guo, “using numerous HP DesignJet printers. That worked great at the time, but as the business has grown our production demands have changed.

“We’ve always understood that, in order to grow, it’s necessary to innovate and evolve. The huge demand for graphic prints in the advertising industry has attracted many smaller companies. Competition on price is fierce. We’d reached a stage where our profit margins were being reduced, there was a degree of homogenization in the services we offered, and we were struggling to develop the business in the way we wanted.

“We needed to find a way to expand our business as quickly as possible.”

In 2012, the business diversified, expanding into the decorative art market. This led to an immediate lift in profits, says Guo: “The advertising and decorative art markets share similar qualities. Customers are pragmatic nowadays. They place importance on the quality, but they also care about value for money. We needed a solution that would ensure cost effective, realistic, long-lasting print effects.”

Solution

“Purchasing ten HP DesignJet D5800 Production Printers immediately enhanced our production efficiency. It has reduced costs and allowed us to provide higher quality printing services to our customers. This creates new opportunities in print and decorative art production.”

Ivan Guo, general manager, Art Adorn



Combining precision, speed and low cost

“Our customers trust HP products,” says Guo. “We’ve always used HP large format printers to complete any inkjet production.”

The business, he continues, had no qualms about investing in ten HP DesignJet D5800 Production Printers: “As well as providing better quality printing services to customers, the HP DesignJet D5800 has the perfect combination of high precision, high speed and low cost. We were confident they would create new opportunities in the field of inkjet printing and decorative art.”

The sturdy, durable design of HP DesignJet D5800 is built to handle the most rigorous printing environments. This sustainability helps meet high volume printing needs.

“It is quick, too,” says Guo. “The HP DesignJet D5800 has a printing speed of up to 4PASS (33sqm/hour) and 6PASS (25 sqm/hour) and produces high-quality prints up to 1200 x 2400 DPI, higher than piezoelectric devices (1440 x 1440 DPI).”

The printer features 4 dual-channel, single-color printheads; the printheads can automatically detect and switch colors, this allows for quick setup and ease of use. Easy to use roll-fed media-handling features and automatic paper cutter allows continuous output. In terms of consumables, the HP DesignJet D5800 Production Printer supports a wide range of materials.

Result

“Thanks to its high speed and lower costs the HP DesignJet D5800 Production Printer enables us to complete more work. In the highly competitive print industry, its value for money is clearly evident.”

Ivan Guo, general manager, Art Adorn



Efficiency gains and high quality results

Guo highlights the benefits of the HP DesignJet D5800 Production Printer: “Print jobs that previously needed 24 hours of continuous output can now be finished within a day shift. Where we would have needed 20 printers and a team of six, we now use ten HP DesignJet D5800 Production Printers and a staff of one or two. The entire production environment has benefitted from enhanced print speeds.

“Also, the HP DesignJet D5800 Production Printer is compatible with our existing low cost printing environment. Meaning that we benefit from the outstanding image quality and reliability that we are used to from HP, whilst maintaining our low cost structure. Locally procured dielectric materials such as adhesive paper and canvas can also produce realistic and accurate colors, precise color control and perfect color saturation levels, ensuring consistent color when printing in different resolutions.

“Even the most challenging black and white prints will not result in blue or grey shades,” says Guo. “Being able to guarantee this level of print quality has, without exception, brought significant benefits to the business.

“Our customers can now enjoy value for money and prints with magnificent colors, and we can provide a more efficient service to our customers.”



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