



Digital print pioneers rewarded with 30 per cent business growth

Over 25 years, Courtney Colour has carved out a strong reputation among its Australian customers for delivering high quality offset print. In 2008 the future of Courtney Colour's business model underwent a pioneering change. It was caused by the significant impact on the print industry market of the twin forces of the global financial crisis (GFC) and the onrush of digital printing technology.



Industry sector: General Commercial Printing

Business name: Courtney Colour

Headquarters: Victoria, Australia

Testimonial from: Aldo Burcheri, director and Michael Vojvodic, director

Founded: 1984

HP Solution: HP Indigo 10000 Digital Press

Website: courtneycolor.com.au



Challenge

"We understood the questions being raised around the offset versus digital printing debate. There was conjecture about how digital print quality would not match offset, about whether digital technology might be unstable, or too expensive. But we were convinced it was the future and that we should not let this new market opportunity slip away from us."

Aldo Burcheri, director Courtney Colour



Solution

"We were having a different conversation with our clients. They wanted to add as much value as possible to their printed output. Print had moved on from simply being a communications commodity. If you can't add value then you can only think price. The debate about quality, cost and reliability was being quickly settled in favour of digital printing."

Aldo Burcheri, director Courtney Colour



Result

"HP is a trail blazer in the field of digital printing, never overlooking the detail that underpins their market leadership position. HP Print Care which covers installation, training, remote support, and on-site is just one example. We access the right people if and when we need them. We will continue to grow together."

Aldo Burcheri, director Courtney Colour



Stunning changes in print technology

Courtney Colour director, Aldo Burcheri, explains: "Although the print industry had been very resilient over many decades, the GFC was different and dictated a new line of thinking with which all stakeholders had to come to terms. It changed the luxury of printing large surplus volumes. Run lengths had to be reduced. ROI measurement was more crucial as cash flow became a big factor."

"The positive trend was that huge and stunning changes in print technology were in the pipeline. We realised that some in the industry were maybe too pre-occupied with everyday survival issues to fully grasp the opportunity on offer."

Burcheri and fellow director Michael Vojvodic are strong advocates of using technology that will deliver new applications which enhance the perception of high quality while at the same time deliver much greater speed to market.

"We decided we would keep pace with the evolution of digital printing. Our clients, who range from art galleries, automotive industry and to clothing accessories in the retail market, responded positively. They were aware of the shift and came knocking on our door and asking questions."

As a result, Courtney Colour initiated meetings with clients. "We sat down with them and that led to some far reaching discussions. Our clients soon realised that digital printing was bringing so much more to that conversation, such as a new dimension in speed, flexibility, reliability and quality."

Trust and confidence in HP

"We left the offset world behind with the purchase of an HP Indigo digital press, to support the production of short-runs in response to the reduction in run length in the offset space. We looked at all the major brands because our reputation for quality was at stake. None were as competitive as HP Indigo presses with the ability to handle first class quality and strategic print runs," explains Burcheri.

In 2013 Courtney Colour installed Australia's first HP Indigo 10000 Digital Press. "We believed this 29-inch wider format digital press would be significant. We bought it sight unseen, because of the trust we had in the HP brand and our experience with the existing HP Indigo 5500. We had every confidence that the HP Indigo 10000 would do what HP said it could."

Burcheri adds: "The HP Indigo 10000 speed, quality and environmental credentials allow us to offer our clients the high quality, fast turnaround time and customisation options of digital printing. They were seeing for themselves the potential and the capability of the bigger sheet size in the market where there's been nothing like it before."

Exciting 'versioning' opportunities

Courtney Colour has enjoyed new business growth of more than 30 per cent since acquiring the HP Indigo 10000 Digital Press. Vojvodic says: "Our clients quickly found that this is amazing technology, allowing not only great efficiencies in productivity but also the flexibility to make changes to a document within a run by simply sending another file to the HP Indigo 10000 Digital Press. In fact a great benefit is that a customer can come in on a Monday with an idea and the digital technology allows us to deliver their message in a very short time frame."

Burcheri points to the additional productivity and versatility enabling the company to print variable imaging and text. This is opening the door for some exciting 'versioning' opportunities. "The versioning and variable data has allowed us to show customers that each piece can be unique in the one-to-one marketing approach."

A second HP Indigo 10000 Digital Press was installed in late 2014 enabling Courtney to further develop its business with products and services made possible by the B2 format.

Burcheri references prestigious fine art auction house, Moss Green. "As you can imagine, the presentation is both an emotional and sensitive issue. The quality, accuracy and speed to market is essential. With the HP Indigo 10000 Digital Press we can assess a complete colour mock up and guarantee that the print run of 3,000 perfectly bound catalogues will be flawless."



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