



SYSTEM boosts printing capacity and efficiency while offering new services

System Comunicação Visual is Brazil's market leader in visual communication for new real estate launches, printing and installing panels and displays in exhibition stands for leading property developers. Its equipment, logistics and know how enables the company to offer speed, quality and efficiency, with the ability to turn around jobs within 24 hours.

SYSTEM
Comunicação Visual

Industry sector: Sign & Display, interior decoration

Business name: System Comunicação Visual

Headquarters: Sao Paulo, Brazil

Testimonial from: Helio Bonatti, president

HP solution: HP Latex 3000 Printer
HP Latex 850 Printer

Website: systemcv.com.br/



Challenge

“The volume of photographic quality print has considerably increased in the past year. To meet this demand, and because we intended to enter into the wall mural market, we decided to invest in some new equipment to replace our existing HP Latex 850 Printer, especially during peak times.”

Helio Bonatti, president, System Comunicação Visual



Opening horizons to reach new markets

System Comunicação Visual (SYSTEM) started life in 2007 in a borrowed garage after the three partners' previous employer went bankrupt. The partners decided to continue producing visual communication solutions for the property market in Brazil because they had good relationships with their clients. Eight years later, the company has a workshop with 3,600m² floor space and has fulfilled the goal of becoming a market leader. It works with all the main property developers in Brazil, some exclusively.

The company specializes in property launches, but also does events and exhibitions, offering services such as stand decoration, merchandising, vehicle wraps and external media. It carries out entire projects – printing, setting up and on-site installation, including lights and decoration.

“Our company motto is to offer the client quality and speed. We started working with HP six years ago, buying two HP Latex 26500 Printers and within six months we had already printed 50,000 meters. We were overwhelmed with jobs so we bought an HP Latex 850 Printer that was already semi-industrial,” says Helio Bonatti, president of SYSTEM.

The business has benefited from constant growth in the property market. But as the financial crisis loomed in Brazil, SYSTEM looked into diversifying its services by entering the wall mural market. This increase in demand for photographic quality printing drove SYSTEM to look for a new printer to replace its trusted HP Latex 850 Printer.

Solution

“The HP Latex 3000 Printer was exactly what we wanted: a fast machine with quality and that could provide us the possibility to do the work we already do and include a new service that we are starting to offer.”

Helio Bonatti, president, System Comunicação Visual



Adding versatility to speed, quality and efficiency

SYSTEM has been a longtime admirer of HP Latex Printing Technologies. After its previous printers frequently broke down, meaning an engineer was needed on-site almost permanently, it conducted a significant amount of research and chose HP printers for their durability and service. Since choosing HP, SYSTEM has never looked back. “HP printers are durable and issues are resolved swiftly by following instructions given through the technical support phone line. The price was right and securing finance was easy,” says Helio.

“When we approached HP, we were shown a promotional video on the HP Graphic Arts YouTube page which sparked our interest. We were invited to visit the HP Graphics Experience Center in Atlanta, GA, where we saw the equipment in operation, its advantages, the changes introduced and the entire infrastructure behind the machine. For us this secured the deal,” says Helio.

“It was exactly what we wanted: a fast machine, which offered quality and allowed us to continue the work we are already doing and to include a new interior decoration service that we are starting to offer,” explains SYSTEM's president.

Besides image quality, versatility and productivity, the environmental benefits of the HP Latex 3000 were also appealing because it would allow printing without odors or harmful pollutants. “Nowadays, property developers are sensitive to the environmental impact of their projects. A wallpaper 100 percent certified with water based inks is easier to sell than a print with solvent inks,” Helio comments.

Result

“The HP Latex 3000 Printer acquisition was made because we believe in the new opportunities that the machine will bring to the company. We are entering niche markets that we couldn't be in before.”

Helio Bonatti, president, System Comunicação Visual



Clean printing - an advantage that opens doors

SYSTEM was the first company to use an HP Latex 3000 in Brazil. In addition to its core business, the printer enables SYSTEM to explore the interior decoration market, offering PVC and paper wall coverings, floors, tiles or furniture. Besides its regular clients, the ability to offer custom made decoration allows SYSTEM to reach both the corporate market, like hospitals, schools or hotels, and the private consumer.

The capabilities of the HP Latex 3000 were tested by a group of students from Panamericana Escola de Arte e Design in São Paulo. They assembled panel displays on 100 canvases, showing a diversified array of ‘visual languages’, such as water paint, video, digital arts, acrylic, photos and collage. The panels were printed by SYSTEM to make the final composition of ‘The Wall’ exhibition; showing that creativity can work together with technology.

“We believe our ‘partnership’ with HP has been very important in securing our market lead, allowing our company to continuously offer quality, speed and low costs. In terms of productivity, performance and quality, we saw a 100 percent increase at the same cost because before we had a printing capacity of 30 meters/hour and now its 70 meters/hour. It's fantastic,” declares Helio.

The increase in production is estimated to be 15 - 20 percent in the property market by printing a monthly average of 3,500m² of wallpaper. After starting the new decoration segment, SYSTEM estimates they will see a return on investment within just 18 months.