



## Flexibility of digital print allows Svetofor to take giant leap forward in POS market

Svetofor started in the advertising market in 1999 as a creative agency designing packaging, Point of Sale (POS) displays and promotional campaigns. Early clients included L'Oreal, Danone, Russian Standard vodka, Philips and Nestle. The company conducted all design work out of its own production site, outsourcing the printing process to an outside print shop with a conventional offset process.



**Industry sector:** Sign & Display, POS/POP

**Business name:** Svetofor

**Headquarters:** Moscow, Russia

**Testimonial from:** Svetlana Erokhina, CEO

**HP solution:** HP Scitex 11000 Industrial Press

**Website:** svetofor-display.ru



## Challenge

"The conventional printing market in Russia faced significant format limitations. It's hard to order quality prints larger than 70 × 100 cm. This format is impractical and too small for making display stands."

Svetlana Erokhina, CEO, Svetofor



## Not your ordinary customer

The marketing of fast-moving consumer goods is a highly dynamic process. It requires flexibility and rapid responses and the ability to make changes on demand. Producing complex POS displays can risk creating a weak link in the supply chain and slowing the time to market for new products.

Svetofor is a specialist producer of POS displays, based in Moscow, Russia. In 2013, the business employed 70 staff and posted revenues of €5million. It wanted to address the issue of responsiveness, while making the business more efficient and flexible.

Specifically, Svetofor wanted to produce display units using all types of cardboard and PVC. It wanted to do this at speed and with quality equal to or better than offset printing.

"Printing was a new process for us," says Svetlana Erokhina, CEO, Svetofor. "We'd never done digital or offset printing, instead focusing on design, engineering, and assembly of finished products."

"Companies usually start with small presses in order to first master the technology and get their business processes running smoothly. We decided against competing with medium-capacity presses and, with future expansion in mind, bought the most powerful equipment possible."

## Solution

"With the HP Scitex 11000 Industrial Press we can fill any order in one week. We apply the same rate and don't charge extra regardless of the size of the run or the number of design varieties. Our clients can order different versions for different regions, languages, and retailers. This allows them to respond promptly to retailers, buyer preferences, and competitors in the market."

Svetlana Erokhina, CEO, Svetofor



## Sprint champion

Svetofor looked for solutions among high-speed flatbed printers, and studied the HP Scitex range.

"We made our choice after seeing the HP Scitex 11000 Industrial Press in action," says Erokhina. "It was an informed decision, made following scores of tests on materials typically available in Russia. We were more than happy with the quality, speed and cost of printing."

"The business," continues Erokhina, "was happy to opt for the top-performance technology right away, deciding to skip the standard printing capacity build-up stages."

"The HP Scitex 11000 is the first printing equipment ever installed at our production facility. We believe this is the best machine on the market. HP is a trustworthy partner with a strong strategic vision, not only helping with project financing but also focusing on long-term collaboration."

Svetofor began production using its new HP Scitex 11000 Industrial Press in autumn 2014. It prints onto all types of cardboard and PVC and runs together with a fully automatic cutting plotter and semi-automatic loading.

"To prevent post-press operations from becoming a bottleneck, we've installed a fully automatic cutting plotter and several gluing lines alongside the digital printing press. If a short lead time is required, we can do unbelievable things. We've produced over 500 complex display stands in one week. No other print shop in Russia is capable of this," adds Erokhina.

## Result

"Offset printing was our benchmark for quality and performance before HP Scitex 11000 came around. It is a high bar for any digital printing press. Now we offer offset standard quality with the flexibility and low cost of digital printing."

Svetlana Erokhina, CEO, Svetofor



## More flexibility, with less complexity

The digital technology enables the company to create press runs of virtually any volume with high efficiency. "The incredibly high net performance of HP Scitex 11000 enables us to efficiently fill small orders of up to 400 finished items and produce large components for press runs in their thousands," says Erokhina.

Digital printing speeds up production of POS displays while significantly simplifying the process. The business has since expanded the range of display stand sizes and designs.

The large format allows Svetofor to fulfill small and urgent orders. Both large and small press runs of any products can be completed quickly, with a high profit margin. Clients can order different artwork to be printed as part of the same press run at no extra cost. "The new press has made us more versatile," says Erokhina. "The 160 × 320 cm format suits our needs perfectly."

"Display units have become more advanced, easy to design, manufacture, and assemble, and require fewer gluing operations. This translates into lower production costs. The press can print directly onto foamed PVC, foam board, and Re-board®, which allows us to eliminate the lamination phase and offer clients new types of POS displays and new levels of affordability."

Svetofor has now switched some of its press runs to digital and the combination is helping attract new clients, including major orders from medium-sized print shops. The new equipment offers the best combination of cost, speed and quality of printing. "Shorter lead times mean happy clients and faster capital turnover, translates into a higher profit margin," concludes Erokhina.