



Regal Press optimizes productivity with rigorous maintenance and HP Uptime Kits

Operating at the high end of the corporate market, Regal Press, of Norwood, Massachusetts, relies on its HP digital presses to deliver distinctive personalized products within tight deadlines. Ensuring that its fleet of presses performs reliably with optimal uptime has been an important factor in the company's success.

REGAL
CORPORATE BRAND IDENTITY SPECIALISTS

Industry sector: General Commercial Printing

Business name: The Regal Press, Inc.

Headquarters: Norwood, Massachusetts, USA

Testimonial from: William N. Duffey, president;
Mike Seidman, vice president of operations
Paul Marshall, lead digital operator

HP solution: 2 x HP Indigo 7600 Digital Presses, HP Indigo 7800 Digital Press, HP Indigo 10000 Digital Press, HP Indigo Print Care, HP Indigo Uptime Kits, HP Indigo Production Optimizer

Website: regalpress.com



Challenge

“Our scheduling with the digital presses is very important because in the printing industry, it’s all about uptime. If your presses aren’t running, you’re not producing, and you’re not making money.”

Mike Seidman, vice president of operations, The Regal Press, Inc.



Delivering the digital promise

“In the span of about 12 months, Regal transitioned into three HP Indigo digital presses simultaneously, and we utilized them immediately,” says Mike Seidman, vice president of operations, Regal Press. “We upgraded two HP Indigo 7000 Digital Presses to HP Indigo 7600 specifications and added an HP Indigo 7800 Digital Press.”

In 2014, the company added the B2-format HP Indigo 10000 Digital Press to its fleet. The HP Indigo 7000-series presses print up to seven colors, and the HP Indigo 10000 has a five color capability.

“We have a very robust digital front end in the HP SmartStream server and it integrates well with our proprietary Direct Image Digital production environment and ProcureLink® automated job management system,” Seidman explains.

Together, these digital solutions carry out work for Fortune 200 companies in the automotive, financial services and hospitality industries. Each of these sectors is highly competitive and protective of its brand image. It is, therefore, especially important that print quality, color accuracy and reliability are maintained. Since much of the work is personalized, it is time-sensitive, so production reliability is critical.

“When you take a sensitive mechanical device and marry it up to sophisticated software, sometimes they’re a little controversial with each other,” Seidman says. “We have 48-hour delivery commitments, so we don’t have the luxury of downtime here. We have a lot of fire-power and redundancy, but it’s important to keep the digital presses running. Fortunately, HP has a lot of good solutions.”

Solution

“The HP Indigo Print Care shared maintenance training takes you beyond operator training. It takes operators to the next level and allows us to do maintenance jobs beyond the operator level and not have to call out an engineer.”

Paul Marshall, digital lead operator, The Regal Press, Inc.



Optimizing resources to maximize productivity

To keep its four HP Indigo presses running reliably, Regal Press uses the full range of tools and services provided by the HP Service Advantage Program. These include the HP Indigo Print Care software, HP Indigo Uptime Kits, the HP Indigo Production Optimizer for the HP Indigo 7800 Digital Press, and HP Indigo training in Atlanta, Georgia as well as internal training at Regal Press and rigorous daily maintenance.

Regal Press has chosen the Shared Maintenance Service option where one or more operators are given advanced training in diagnostics, trouble-shooting and part replacement. This training, in conjunction with the HP Indigo Uptime Kit, ensures that downtime is minimized.

“One of the great things about having an Uptime Kit is that when a part goes down, we’ll have it on hand, and also have the knowledge of how to change it,” says Paul Marshall, digital lead operator, Regal Press, and shared maintenance engineer. “If we’ve got it on hand, we’re only down for an hour instead of waiting 24 hours for a part to be shipped.”

The HP Indigo Uptime Kits are used in conjunction with the HP Indigo Print Care diagnostics and trouble-shooting software on each press. Up to 80 percent of press issues can be solved using the information available on the program’s ‘At a Glance’ portal without calling an engineer.

“Live assistance is available via video, chat and remote control of the press,” Marshall says. “This includes downloading and installing any software upgrades.”

Result

“We’ve now been in digital for 15 years and our business has increased by 50 percent. Production is split about 50-50 between conventional and digital, and more than 40 percent of our work is personalized.”

William N. Duffey, president, The Regal Press, Inc.



Increased uptime equals higher productivity and profitability

“By sorting jobs by run length, size and substrate, the Optimizer has extended consumables live on the HP Indigo 7800 Digital Press by nearly 50 percent,” says Seidman. “Our photo imaging plates (PIPs) are lasting 50 percent longer: that translates directly to uptime, producing more product in the course of a shift.”

The quality and reliability that satisfies customers doesn’t come only from technology. “The understanding of color and getting accurate, reliable color on digital presses is more of an art than a science,” explains Marshall. “The consumables are subject to wear and fatigue so that color is not always the same from day to day. We’ve trained our operators to recognize the trends before they become critical, and they know what to do.

“It might be a sensor that’s dirty, or an encoder wheel that’s bent, or a belt that’s stretched,” Marshall continues. “With the Uptime Kit, we have the parts, and we can do it because we have the training.”

Printing for 150,000 insurance agents from 20 companies; for multiple major banking groups, and for hospitality corporations with 800,000 hotel rooms, Regal Press needs to keep its HP Indigo presses at peak performance week after week.

Careful job scheduling, good maintenance practices, sound training and innovative support systems enable Regal Press to rely on its HP Indigo presses, and its customers to rely on them.



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