



# Impeccable maintenance drives productivity gains for Hin Lee Plastic & Screen Printing

Hin Lee Plastic & Screen Printing is a digital print specialist, based in Hong Kong. The business has its origins in silk-screen printing, but since 2000 it has shifted steadily to digital production. It is now considered a leader in digital print in the region, and is focused on international expansion

**顯利** the digital printing specialist

**Industry sector:** Sign & Display

**Business name:** Hin Lee Plastic & Screen Printing Limited

**Headquarters:** Hong Kong

**Testimonial from:** Dennis Yu, director, Hin Lee Plastic & Screen Printing Limited

**HP presses:** HP Scitex 11000 Industrial Press, 27 x HP Latex printers



## Challenge

“The demand for adhesive prints is increasing while delivery times are getting even shorter. Running one machine can be risky. It’s not ideal to be rushing deliveries while simultaneously printing for another customer. Any downtime caused by the machine malfunctioning incurs losses.”

Dennis Yu, director, Hin Lee Plastic & Screen Printing



## Increasing demand for higher quality and faster delivery

Business is good for Hin Lee Plastic & Screen Printing. The company has doubled in size since embracing digital print. Today, it employs a staff of 40 and its revenue is split, two-thirds advertising and one-third retail print.

In terms of products, while demand for posters remains steady the business has seen a steep rise in requests for large-format adhesive prints – including vehicle wraps and escalator campaigns. Much of this work is bespoke and time-critical.

“Customers demand shorter lead times,” says Yu. “For example, HKTV requested 4,000 posters to be delivered in two batches, and be completed within one week.”

Hin Lee upgraded from an HP FB7600 Industrial Press in 2014 to help enhance print resolution and double print speeds. It currently runs an HP Scitex 11000 Industrial Press, mainly used for printing card stock, PVC hardware and high-quality, environmentally-conscious materials. In addition it has continually invested in HP Latex printers and today has a fleet of 27.

It is vital Hin Lee keeps the HP Scitex 11000 Industrial Press fully operational and running at maximum efficiency. “We can’t afford mechanical issues – either in revenue or reputation terms,” says Yu.

## Solution

“We must maintain the presses and printers condition by keeping them clean and making sure they undergo routine maintenance. Extending the presses and printers service and maintenance contract has led to speedier maintenance visits, increasing our productivity and raising the confidence of our customers in the company.”

Dennis Yu, director, Hin Lee Plastic & Screen Printing Limited



## More effective maintenance delivers enhanced productivity

The HP Preventive Maintenance service is a comprehensive support solution that helps maintain customers’ HP printing equipment. It helps ensure maximum productivity, utilization and sustained print quality. As a long-standing HP customer Hin Lee recognized the benefits of the service.

The service kicks off with a visit from an HP engineer. There is a full inspection of all equipment, faulty parts are replaced and print productivity optimized. The visit usually fits into one eight-hour shift.

Yu says the initial visit was invaluable, but the longer-term impact was in changing the culture within the business. He has since assigned a member of staff to clean the press and printers surfaces daily, and their internal parts on a monthly basis to ensure the machine and its components are in the best condition. He now carries out factory inspections during his days off.

“This ensures staff understand the importance of maintaining equipment for a smooth printing operation,” he says. “Not only does this help to increase productivity efficiency, it also creates a good image for the business. Customers visiting the factory are impressed by the cleanliness.”

## Result

“The results couldn’t be more apparent: the presses and printers required fewer repairs and our productivity and quality has increased significantly. Not only has this been recognized by our existing customers, it has given us an edge in helping secure new, multinational clients.”

Dennis Yu, director, Hin Lee Plastic & Screen Printing



## Enhanced customer confidence is the key to expansion

Consistently instilling the importance of maintaining the presses and printers in good condition has achieved visible results. Repairs are comparatively lower than other companies. Hin Lee has reduced the cost and time incurred from machine downtime, and was awarded the ‘Preventive Maintenance Award’ by HP. This award gives a positive image to visiting customers and further increasing their confidence in the company.

Yu says this productivity drive has seen him focus more deeply on HP products. “It makes business sense to consolidate with one brand. We’ve seen HP provides good after-sale services and has a strong maintenance and repair team. Secondly, it is easier to manage. Customer orders may be printed on different printers, but color and quality is consistent, there is no need for further color adjustment. This not only saves time, but also enhances production efficiency and flexibility.”

Hin Lee is currently considering acquiring a second HP Scitex 11000 Industrial Press. Yu says a growing number of customers are demanding to know details of the company’s equipment: “For many international clients, the type of presses and printers used is one of the main considerations before they decide to place their orders. Using high-quality printers from an internationally-recognized brand has been proven to help attract such multinational clients.”