



Guangdong Caifu invests in large-format upgrades to drive growth in tough market

As the Chinese print market becomes saturated, large-format inkjet production is becoming a battleground for companies looking to expand. In order to adapt to market changes, Guangdong Caifu Digital Printing continues to introduce large-format technology and innovative new products. This investment has led to impressive growth figures.



Industry sector: Professional Photography & Graphic Design

Business name: Guangdong Caifu Digital Printing Co., Ltd.

Headquarters: Dongguan, China

Testimonial from: Lan Caizhen, general manager, Guangdong Caifu Digital Printing Co., Ltd.

HP presses: HP DesignJet D5800 Production Printer



Challenge

"In large-format printing the total cost of ownership, (TCO) is critical. If the TCO is unpredictable it can negatively impact business profitability and growth. In a cost sensitive market, TCO has to be controlled effectively. We needed a printer that would guarantee quality and efficiency with a foreseeable TCO."

Lan Caizhen, general manager, Guangdong Caifu Digital Printing Co., Ltd.



Market saturation and intensive competition

The Chinese print market is in danger of saturation. With competition intense, customers expect lower costs and higher quality prints. In response to these market conditions, Guangdong Caifu is transitioning to high-end business such as large-format printing.

"We'd purchased 20 large-format printers but the disadvantage with them only became apparent once in production," says Lan Caizhen, general manager, Guangdong Caifu. "They proved to have high operating costs and low printing efficiency, and were expensive to purchase."

"If we continued to purchase the same type of printer, the company's operating costs would have risen significantly. In a highly competitive market, runaway costs would be fatal."

Lan says lower operating costs were not his only concern: "We need to avoid slipping into the quagmire of low prices for low quality. Customers now demand better color prints, print accuracy and print longevity. We wanted a printer solution that would meet these demands, and give the company a quality advantage."

Solution

"Compared to our previous large-format printers the HP DesignJet D5800 Production Printer significantly improves printing efficiency and reduces the time taken to print the same amount of work. This has helped us to significantly reduce the TCO of the printers, offer a better service and effectively control costs of our printing services."

Lan Caizhen, general manager, Guangdong Caifu Digital Printing Co., Ltd.



The need to increase speed and efficiency

After comparing and testing several mainstream large-format printers on the market, Guangdong Caifu eventually opted for the HP DesignJet D5800 Production Printer. "It met all our needs," says Lan, "we signed a purchase agreement for 20 printers. After these printers were put into operation, speed and efficiency increased immediately."

The HP DesignJet D5800 Production Printer supports high speed, high precision printing up to 4 Pass (33m²/hour) and 6 Pass (25m²/hour). It provides a durable design, and can continuously print large-format products such as light box pictures, scroll banners and indoor signage. "In addition," says Lan, "the HP DesignJet D5800 was installed and operational within one day. Such efficiency greatly helps our production costs."

Especially noteworthy, she adds, is how the HP DesignJet D5800 is compatible with the company's existing low-cost print environment. It can use locally sourced media and materials, such as adhesive paper or canvas. Ultimately, Guangdong Caifu is able to provide customers with more cost-competitive printing services.

Lan says: "While costs are reduced, the print quality of the HP DesignJet D5800 is fully guaranteed. During the actual printing process, we discovered the HP DesignJet D5800 can achieve up to 1200 x 2400 DPI with outstanding color brightness."

Result

"With the HP DesignJet D5800 Production Printers we've been able to effectively control our printing costs. The efficiency of the printers has helped our employees reduce their working hours by 1-3 hours, whilst our printing business has increased by up to 20 percent, a pleasing result in today's market."

Lan Caizhen, general manager, Guangdong Caifu Digital Printing Co., Ltd.



Improving competitiveness and enabling business transformation

"Time is precious in the large-format printing business," says Lan. "Whoever can provide a variety of high quality print applications in the shortest possible time will stand out from the competition. The HP DesignJet D5800 Production Printers performs extremely well in terms of efficiency. This helps us provide the quickest response to customers and guarantee print service quality and quantity."

Apart from its print speed, the HP DesignJet D5800 Production Printers is equipped with a single printhead for easy internal maintenance, which can automatically recognize and set the colors required, and switch them instantly. The printer can also clean the printhead automatically to ensure consistently high quality printing over long periods of time.

"What is really impressive," says Lan, "is that the printer has a smaller footprint despite having powerful functions. This has helped us reduce space usage and associated costs."

Lan points out: "We've won large customer orders recently, which have greatly increased our confidence in our partnership with HP. We may purchase more HP DesignJet D5800 Production Printers in the future. I'm confident this would further enhance the competitiveness of the company's large-format printing business."



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