Diversified Global Graphics Group – DG3 revitalizes corporate print with dynamic digital strategies

DG3 has helped its Fortune 500 customers to re-evaluate their print requirements using a powerful combination of digital and conventional solutions. These have added value and increased the effectiveness and response rates of a wide range of printed products. By focusing on dynamic, variable data print, DG3 has transformed itself and developed new services and revenue streams.


Industry sector: General Commercial Printing

Business name: Diversified Global Graphics Group (DG3)

Headquarters: New Jersey, USA

Testimonial from: Joe Lindfeldt, executive vice president strategic development, DG3 Worldwide
Patrick Caragliano, vice president, North American Operations, DG3

HP solution: HP Indigo 7800 Digital Press, HP 10000 Digital Press and
HP PageWide Web Press T230

Website: dg3.com
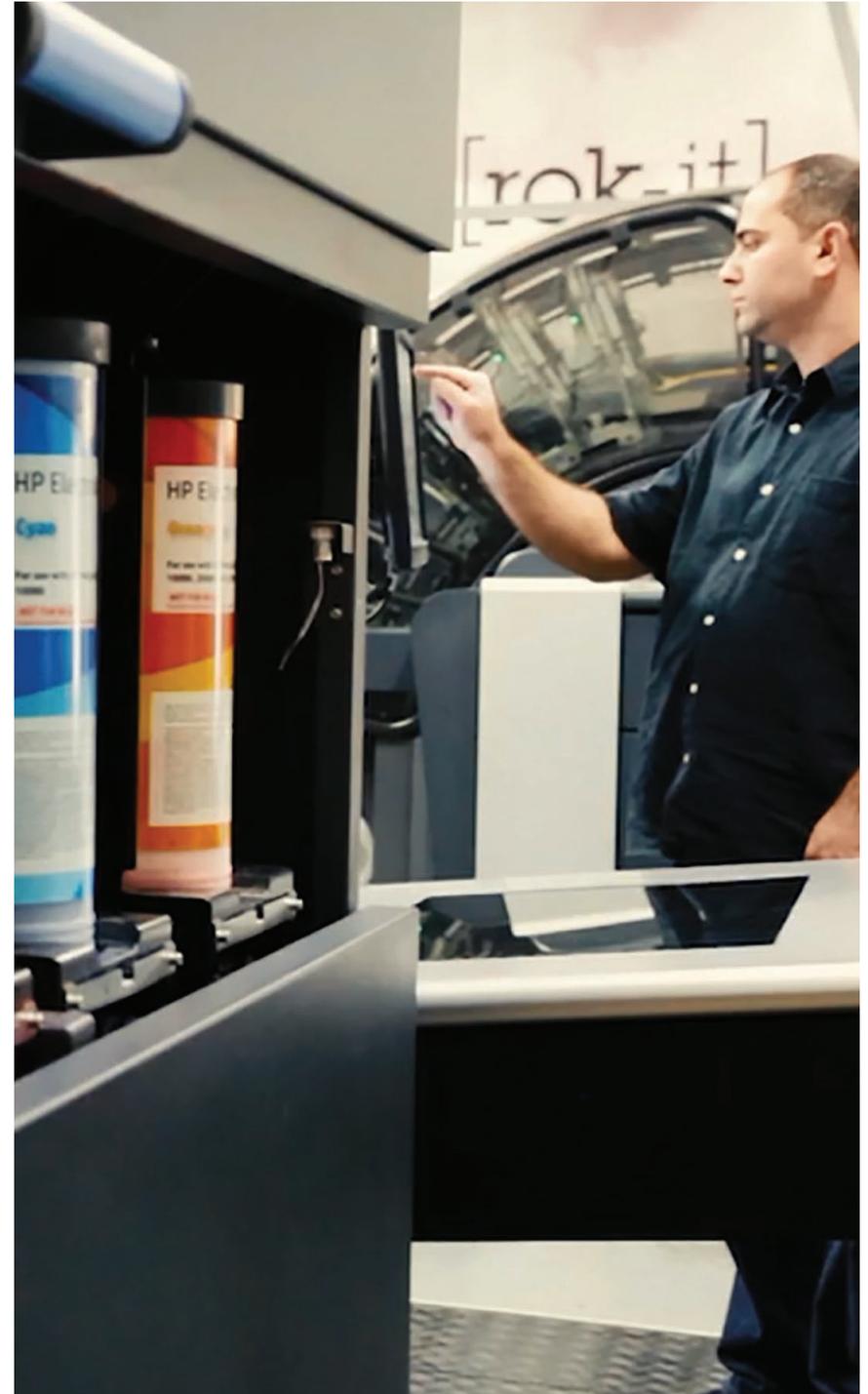
Challenge

"Since 2008, there has been a big change in our customers' attitudes towards print and a decline in traditional print runs. We saw the solution as dynamic, data-driven print – and that could only be achieved on digital presses."

Joe Lindfeldt, executive vice president strategic development, DG3 Worldwide

Addressing changing markets

DG3's evolution began in 1983 when it was established as a print brokerage for financial services companies in nearby Manhattan. Through organic growth and acquisitions, by the mid-2000s, it had added facilities in London and Hong Kong to serve the world's major financial centers.

"Our customers are Fortune 500 companies, major financial institutions and pharmaceutical organizations," explains Joe Lindfeldt, executive vice president strategic development, DG3 Worldwide. "The work we built our business on, and still handle today, is content-sensitive and time-critical. Jobs would come in at six in the evening and have to be on people's desks first thing in the morning. We continue to be the market leader in this service and now also provide similar high volume and time sensitive materials for mutual funds, pharmaceutical and other major companies.

"To do this, we realized that we had to be a single source platform, covering full digital and conventional prepress, print, finishing and fulfillment," he continues. "We have heat-set and cold-set web offset, sheet-fed offset and digital, with comprehensive finishing capabilities, all in-house.

"In 2008, a lot of things changed," Lindfeldt says. "Already falling run lengths dropped further; customers were trimming budgets and looking at replacing print with electronic communications.

"It was time to adjust our strategy and our offering," he says. "We wanted to be able to reduce the cost of digital print but ensure quality and reliability – that means maximizing uptime. So, in 2008, we installed our first HP Indigo digital press."

Solution

"We invested in our HP Indigo 7800 and 10000 Digital Presses to be able to print very high quality color pages and move work from conventional presses. We aimed to migrate a large volume of work which meant using the HP Indigo presses for both static and variable print jobs."

Patrick Caragliano, vice president North American operations, DG3

A new vision for a new business environment

The installation of HP Indigo 7800 and 10000 Digital Presses at DG3 made high quality, added value jobs possible.

"The installation of our HP Indigo presses enabled us to eliminate a conventional press, save time, and eliminate a lot of conventional consumables and processes," says Patrick Caragliano, vice president North American operations, DG3. "This has meant that we've increased our margins and lowered material costs. Using the Enhanced Productivity Mode, we achieve further savings."

The HP Indigo presses integrate well with the HP PageWide Web Press T230. Proof copies can be printed on the HP Indigo presses, and for longer runs, the inkjet press will print the black and white pages for our financial clients, while the covers will be printed on the HP Indigo presses.

"Installing the HP PageWide Web Press T230 was a big decision," Lindfeldt continues. "While recognizing the continuing need for conventional print for long runs, we wanted to help our customers change from static print to developing their products using variable data.

"Working with HP, we have been able to use the HP PageWide Web Press T230 to print on 33lb. (40 g/m^2) financial paper," Lindfeldt says. "I think we're the only people in the country doing this. We run all sorts of coated and uncoated stock on the press, from the 33lb. paper to 9pt. (200g/m^2). At the same time, working with our customers, more of their previously static print is being transitioned to variable data."

Result

"Our HP digital presses and the support we've had from HP has made us better at what we do, and made our customers better at what they do. As a result, they buy more from us."

Joe Lindfeldt, executive vice president strategic development, DG3 Worldwide

Leveraging the imagination

"It's been an exciting time for developing digital services and helping customers improve the way they communicate with their customers," Lindfeldt says. "One way we help them is by managing the digitization of their collateral, enabling them to cut their warehousing and waste costs.

"For a major organization, we looked at every document they published – there were 400 SKUs. We helped them rationalize the designs and using their data, we were able to help localize, segment and personalize appeals and other literature. The demographic data they held enabled us to create highly dynamic templating, adjusting content to be more effective.

"With collateral virtualization we have digitized – and manage – 50 percent of the documentation for the organization, saving them money, increasing response rates, and generating digital printing for us," Lindfeldt says. "By making collateral production a highly automated 'set it and forget it' process, following defined specifications and parameters, the whole process has become more effective.

"The cost-dynamic of digital printing has been changed by the HP PageWide Web Press T230," he says. "The ability to print on widely different substrates at high speed has driven down the overall cost per delivered page.

"We work with a lot of suppliers, but we've never had support like we've had from HP," Lindfeldt concludes. "HP came with a whole business perspective, complete with resources for product development, front-end support, back-end support and training. With the help of HP we have been able to achieve strategic goals more quickly and help our customers realize theirs."