

Challenge

“Competing on service levels with larger companies, while adding capacity, demands greater productivity and reduced costs per copy. To achieve our reprographics growth target of 20 percent per year we also require greater versatility to satisfy product diversification, particularly growing demand for color.”

Denis Altuna, owner, Coptos



Targeting growth as reprographics pricing is pressured

“Over the last four years, black and white CAD print prices in the reprographics market have fallen by nearly 30 percent, and although color volumes are growing as a proportion of our total volume, color prices have fallen by about 40 percent. Exploiting growth in color challenged our setup and workflow,” explains Denis Altuna, owner of Coptos.

“We have 16 fulltime employees working in two shifts, two years ago we were reproducing customer projects in two days. Now we compete by offering next-day delivery of 2GB projects that increasingly include A0 color posters. Increased productivity and the versatility to combine black and white and color production on a single printer became crucial to support reducing costs,” underlines Altuna.

“The printer we were using couldn’t deliver the color quality required, so we had to spend time splitting documents to be printed on two machines. We only knew printheads were fatigued when we saw a decline in print quality and switching printheads stopped production and cost 300 Euros. It was uneconomical,” states Altuna, adding that the cross-folding process on the previous printer was also complex. “To get reliable results with Afnor and Inverse Din folding style, we used to eject the paper and fold it manually, and then feed it into the folder again to do cross-folds.”

In early 2016 Coptos installed the HP PageWide XL 8000 Printer and the HP PageWide XL Folder, with HP SmartStream software to eliminate these challenges and better service its market.

Solution

“The HP PageWide XL 8000 Printer, with its folder and HP SmartStream software, gives us greater profitability. It prints both black and white and color in one printer, we spend less time preparing jobs thanks to the software, less time printing thanks to its print speeds and the automated folding saves additional time.”

Denis Altuna, owner, Coptos



Workflow integrated for reprographics productivity

“The whole reprographics workflow is better integrated. The HP SmartStream software saves us 50 percent time in preparing and processing jobs. Over a week, we save a day’s work,” Denis Altuna explains. “Yesterday I sent 1,000 m² to our HP PageWide XL 8000 Printer and the job was prepared and sent to print in less than five minutes. Previews are instantaneous thanks to HP SmartStream software so we spot errors before printing, such as missing font errors, or change the folding style. Using AutoCAD, customers create title box that can be misplaced when folded, on our new printer Adobe® is embedded. The PageWide XL Folder supports more folding formats than we have had before, and cross-folding runs at production speeds, saving us 15 percent in production time. With a smoothly prepared job, results will be exactly what we, and customers, expect.”

Coptos has reduced job preparation time as it no longer has to separate color documents out from black and white to send them to two different printers and later manually collate them. Using the HP PageWide XL 8000 Printer and online HP PageWide XL Folder, the job workflow is seamless.

Denis Altuna underlines the impact of its HP workflow. “We save costs because HP PageWide XL printheads produce incredibly more volume. Our HP PageWide XL printer expands our product portfolio as it supports a wider range of paper, from roll-up banners, to plasticized papers and polypropylene substrates, or natural tracing paper when requested. Thanks to its faster speed and time-saving workflow, our HP PageWide XL printer competes in price per copy with LED.”

Result

“Thanks to the HP PageWide XL 8000 Printer’s ability to seamlessly deliver both black and white and color, the increased productivity it offers, and its media versatility, we can look to expand our product portfolio beyond typical CAD jobs that squeeze our margins with their meter-squared pricing model. We can diversify to create higher value products.”

Denis Altuna, owner, Coptos



Higher margin opportunities from increased productivity and versatility

“To showcase the higher image quality and underline the level of detail customers get in CAD drawings, we handed out 20th anniversary color posters produced on the HP PageWide XL 8000 and they were impressed,” Denis Altuna says.

“The HP PageWide XL printer has been so successful with construction companies and subcontractors for their bids that it generates a significant proportion of our total revenue,” says Altuna, highlighting Coptos’ new business perspective with its improved reprographics workflow.

“Our HP PageWide XL printer has already absorbed 45 percent of our black and white production while also printing color posters within jobs. As color demand grows steadily – at the moment it may be 30 to 50 m² of documents per job – with the productivity we have gained we maximize our profit on a higher margin product. We are also targeting promoters looking to sell their new real estate ventures, with a need for 500 to 900 m² of CAD, or 100 to 150 A1 to A2 color prints to attract potential buyers or investors.

“Environmental sustainability is often a contractual obligation with our customers. It was a key reason we invested in HP Latex, and in our HP PageWide printer. Our HP PageWide XL system is allowing us to grow into new sectors while controlling or even saving costs as we deliver our core reprographics services. I will find some very specific jobs for our other printers, or sell them on. I will need the space for another HP PageWide XL printer,” concludes Altuna.