



# FutureWorx eliminates eco-solvent printing problems with powerful HP Latex Printing Technology

FutureWorx sought to transform its business by moving away from the drawbacks impacting print speed, color quality and environmental issues of eco-solvent printing. It was motivated by the vision to expand into new market opportunities while improving its employees' working environment and delivering better large-format print solutions. HP Latex Printing Technology helped achieve this vision.



**Industry sector:** Sign & Display

**Business name:** FutureWorx Pte Ltd

**Headquarters:** Singapore

**Testimonial from:** Ranky Ee, managing director, FutureWorx Pte Ltd; Loke Charn Hun, director, CMYK Media Singapore Pte Ltd

**HP presses:** HP Latex 1500 Printer, 2 x HP Latex 370 Printers



## Challenge

"We were using eco-solvent printers. It was proving difficult to stay competitive because we needed to be able to turnaround print jobs quickly and produce high standard color quality. They also created an uncomfortable production environment, and made us a less desirable place to work."

Ranky Ee, managing director, FutureWorx Pte Ltd



## Achieving speed, print quality and environmental goals

Ranky Ee spent ten years learning and improving his knowledge in the Singapore print industry, he began as a print operator, was promoted to installation operator and then to sales. Prompted by customers' positive comments, he was encouraged to start his own printing business. In 2007 he launched FutureWorx.

The company enjoys a strong reputation in the indoor and outdoor large-format printing sector. FutureWorx's customer base ranges from small businesses to large corporations such as Singapore Changi Airport.

FutureWorx was using solvent printers. This gave rise to several challenges: the cost of printing, poor productivity, uneven print quality and unacceptable environmental issues. Ranky Ee explains: "It is a fast moving industry and in order to stay competitive, we need to be able to turn print jobs around very quickly. The color quality needs to meet the increasingly high expectations of our customers. The solvent machines were not ideal for the service we wanted to offer."

"A growing problem was the impact on my staff. The printers were creating an uncomfortable production environment because the indoor air quality could be poor at times, filled with solvent smells and volatile gasses. It made us a less desirable place to work. Because of these negative issues, I was looking for a solution that would enable me to expand the business while retaining my employees who had all helped build our good reputation."

## Solution

"Speed of printing and productivity issues were quickly resolved. Latex printing dries instantly so there is no need for additional lamination. We can deliver or install the orders for our clients within a day. That is a valuable service much appreciated by our clients."

Ranky Ee, managing director, FutureWorx Pte Ltd



## Critical criteria met with HP Latex Printing Technology

FutureWorx turned to CYMK Media Singapore Pte Ltd for help. Loke Charn Hun, director, CMYK Media, recalls: "High speed, low cost of production, print durability and high quality color consistency. Plus it had to be environmentally friendly and socially responsible."

CYMK Media conducted on-site tests comparing eco-solvent and HP Latex Printing Technology. The results confirmed the superiority of the HP Latex solution. FutureWorx replaced the eco-solvent printers with an HP Latex 1500 Printer and two HP Latex 370 Printers.

The HP Latex printers are delivering a hassle-free experience. Loke explains: "Print quality is definitely better and the color consistency is no longer a problem. We are achieving first class color consistency thanks to the i1 spectrophotometer embedded in the HP Latex 1500 Printer."

Ranky Ee adds: "The printer has shortened printing times. Latex printing dries instantly so there is no need for additional lamination. We can deliver or install orders for our clients within a day. That is a valuable service much appreciated by our clients."

He notes the HP printers are much easier to manage: "Previously I had to call for technical support. Sometimes we had to wait until the next working day for the company to send someone. With the HP Latex 1500 Printer, my technicians can easily replace any parts required."

## Result

"For my employees, it is a much better working environment. And because HP Latex printing is non-toxic and certified, we now have the means to supply to hospitals and other public areas particularly where children are present."

Ranky Ee, managing director, FutureWorx Pte Ltd



## Keeping existing and new customers satisfied

FutureWorx is retaining customers and securing new business. "This is due to the HP Latex printers achieving faster turnaround time, higher print quality, and the versatility to print on a wider range of media and substrates," says Ranky Ee.

"With HP Latex Printing Technology we are able to expand into indoor printing projects. We are able to achieve high quality prints and high margin wall coverings."

CYMK has tracked the market move to more eco-friendly technology. Loke adds: "If any printing company is serious about a 'Green' agenda, they have only one obvious choice, and that is the HP Latex Inks. A business that wishes to be environmentally friendly and focused on staff welfare can be confident in HP Latex printing solution."

Ranky Ee's ambition for FutureWorx to be more environmentally conscious is fulfilled. "I want my employees and customers to benefit from a greener solution, HP Latex water-based inks are the only ones that carry GreenGuard<sup>1</sup> and UL Ecologo<sup>2</sup> certification."

"HP is leading the market with future focused products and solutions. We are benefitting from what HP Latex Printing Technology is offering in speed, versatility and environmental responsibility. HP's innovation, I believe, will not only help us sustain, but also expand our business."

1. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

2. Applicable to HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)).



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