



Bangkok Blueprint leads the transformation of digital color in Thailand's printing sector

A bold vision drove the earliest days of Bangkok Blueprint: to identify and adopt the latest waves of print technology so that customer satisfaction would be guaranteed and a leadership role in the print industry sector would be assured. The vision was realized and it was underscored by the roll-out of a powerful digital print platform through HP PageWide XL printers.



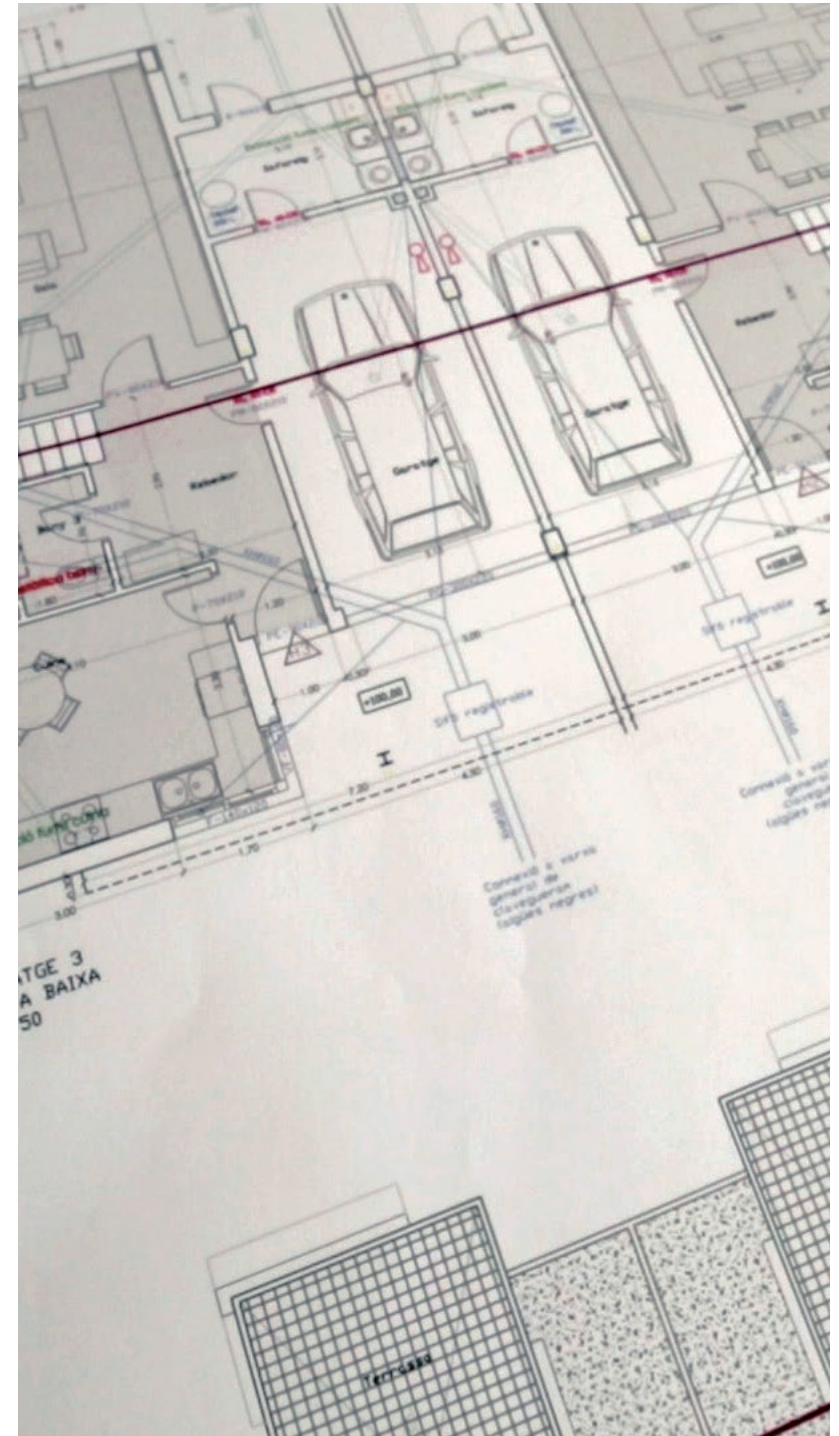
Industry sector: Repro Houses and Copy Shops

Business name: Bangkok Blueprint Co., Ltd

Headquarters: Bangkok, Thailand

Testimonial from: Sakda Ploypeera, founder, Bangkok Blueprint Co., Ltd

HP Printers: 6 x HP PageWide XL 5000 Multifunction Printers; 3 x PageWide XL 8000 Printer



Challenge

“We used one print solution for black and white prints and another was used only for blueprint projects. We needed several printers of each type to service our existing market. Meanwhile demand for color prints was growing and we were in danger of missing out on this emerging market opportunity.”

Sakda Ploypeera, owner, Bangkok Blueprint Service Co., Ltd



The vision that built customer driven success

In 1985 Sakda Ploypeera opened a small copy shop in the shadow of Bangkok University, catering for the A4 print and copy service needs of the students. From the outset he had an appreciation of, and appetite for, the latest printing technology. He believed it would deliver better customer satisfaction and make his company a major player in his market. His instinct was vindicated. Its active engineering print industry customer base expanded and Bangkok Blueprint opened more branches, including several in major shopping centers.

However, several issues were threatening the company's ambitions. Ammonia used in producing blueprint drawings caused a smell that was proving problematic in the closed confines of shopping mall locations. In addition Bangkok Blueprint's existing printers needed supervision to check print errors, order reprints, dispose of wasted print and organize the break times when the printers needed cleaning. This additional labor cost was compounded by an unacceptably high level of waste due to low quality and sometimes damaged prints.

“Print technology was not standing still,” Ploypeera recalls. Initially the company deployed HP DesignJet printers. “Those printers worked well and the quality of the printed output was quite exceptional. This reinforced our confidence in the HP brand.” Ploypeera was encouraged to pursue his vision and ambition, which would eventually lead to the embrace of digital printing in the shape of HP PageWide XL technology.

Solution

“We saw the power of digital print technology and the color transformation it could deliver. I wanted to move my customers from the black and white to the world of color. The HP PageWide XL 5000 Multifunction Printer provided color, blueprint and mono, saving valuable space while delivering much greater productivity.”

Sakda Ploypeera, owner, Bangkok Blueprint Service Co., Ltd



Expanding opportunities met by new print technology

A prime example of the PageWide XL printers' value was demonstrated when the city's new airport was being constructed by Japanese contractors. “They came to see us and asked to see what printers and what media we used. A critical issue for the contractors was our ability to handle unexpected issues and to meet their strict time deadlines. The HP PageWide XL printers more than met all their criteria.”

Ploypeera's reasoning for embracing digital printing technology was driven by the need to achieve greater productivity, to minimize the cost of an expensive footprint in the shopping center space and to eliminate the ammonia issue. The solution was to deploy a multifunction printer that could print mono, color and blueprint.

“We analyzed the market and were impressed with how the combination of reliable HP Thermal Inkjet technology and HP PageWide XL pigment ink was offering high quality at high printing speeds.

“We deployed the first HP PageWide XL 5000 Multifunction Printer (MFP) and saw a wide range of benefits. This prompted us to install six units of HP PageWide XL 5000 MFP and three units of the HP PageWide XL 8000 Printer at different branches.”

Result

“Our goals were to consolidate our printer fleet; reduce expensive rental space; lower labor costs and improve turnaround time while achieving first class print output. We have achieved these by deploying a fleet of HP PageWide XL printers. This has opened up additional business opportunity for us as we lead color transformation in Thailand's print industry sector.”

Sakda Ploypeera, owner, Bangkok Blueprint Services Co., Ltd



Cost, productivity, space, efficiency benefits delivered

The quality of the HP PageWide XL printers stood out. “The accuracy of the color line printing was outstanding. There was no smudging. It was clean and clear even on the smallest line drawings. So we moved a number of the jobs from our previous printers to HP PageWide XL printers for increased productivity,” explains Ploypeera. At some branches space is at a premium. So in those branches we use the HP PageWide XL 5000 MFP with a stacker. This saves both space and rental costs while still delivering great efficiency and productivity.”

An important plus was the more efficient use of labor. “The HP solution eliminated unproductive and frustrating tasks, such as checking prints and reprinting. We are achieving a 50 percent gain in productivity, while delivering a quicker, better product to our customers.”

Using the HP SmartStream software is producing even further productivity gains. “Our operators' efficiency is improved by being able to check detailed information about the printer status and ink levels because HP SmartStream automatically detects the type and size of media being used and it identifies any potential PDF issues.

“We value our partnership with HP and we see how HP is lifting the quality, while lowering the cost of digital printing, especially in color. This transformation is enabling our company to claim a leadership position in the color space, as it has earlier been a leader for blueprint.”



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