

Case study

SG Eventos e Comunicação Visual invests to drive competitiveness and quality



Acquisition of HP Latex 360 Printer helps new business keep pace with growth

Challenge

- Create the efficiencies to accommodate larger volumes
- Ensure a high standard of print quality
- Find a solution that would be practical and easy to operate

Solution

- HP Latex 360 Printer

Results

- Lead times reduced from five days to 24 hours
- Allows SG Eventos to provide ISO color as standard
- Productivity of printer enables business to keep pace with high volumes



“We’ve managed to win new clients, thanks to the HP Latex 360 Printer. If we didn’t have this water-based ink technology, which is less harmful to the environment, it wouldn’t pass the evaluation criteria of those companies. Other machines use solvents; there’s a lot of residue which requires subsequent treatment.”

– Sérgio Ricardo, founder, SG Eventos e Comunicação Visual

Formed in 2012 after years spent in his father’s print business, Sérgio Ricardo started SG Eventos e Comunicação Visual, a company which provides a complete package for planning and coordinating corporate events, from transportation to food. As the name suggests, producing impeccable visuals is the company’s strength.

“The response from HP’s technical side is very quick. We have online support when we need it, and we are very pleased with the way the machines are maintained. Buying HP is a long term investment. The HP technology is easy to use, and it has a very effective after-sales service.”

—Sérgio Ricardo, founder, SG Eventos e Comunicação Visual

Industry:

Sign & Display

Company name:

SG Eventos e Comunicação Visual

Location:

São Paulo, Brazil

HP equipment:

HP Latex 360 Printer

HP Scitex FB750 Industrial Printer

Website:

sgeventos.com.br

Challenge

Growth requires investment

At his father’s business Ricardo had developed a feel for corporate communications, producing sales kiosks, banners, posters, leaflets, display stands, badges and invitations for blue chip clients. He then took this a step further. If he could marry the production of visuals with a complete corporate events management service, he could jump ahead of the competition.

SG Eventos e Comunicação Visual is the result of Sérgio’s vision. “Almost immediately, I managed to gain market share and win new clients,” explains Ricardo. “The demand was there.”

Initially, all material was printed at his father’s company. By 2014, as the business grew, Ricardo was in a position to move to his own facilities. It was also time to invest in new equipment. Efficiency would be key, “In the beginning we didn’t have much space. We couldn’t install a large printer, or one that produced odor, as it would need to be located in an office environment. We needed a printer that would be easy to operate with the ability to print on a variety of substrates. Above all, we needed versatility,” explains Ricardo.

SG Eventos had started to work with larger clients, with a focus on high print volumes and value.

“We wanted a printer that would be practical and easy to operate,” says Ricardo, “and would provide the quality we were looking for.”

Solution

Investing in efficiency, versatility and ecology

With previous knowledge of the print market, Ricardo set about researching available options that fit his company’s vision. Many brands were considered before Ricardo opted for the HP Latex 360 Printer. “It met all of our criteria, particularly in terms of quality and versatility. It’s also energy efficient and easy to maintain.”

The HP Latex 360 Printer prints on various types of materials, from canvas and vinyl to paper and fabric. A significant advantage is that it doesn’t use solvents, meaning prints produce no odor. “This allows us to expand our client portfolio to companies with high ecological standards,” says Ricardo. “And we can house the printer in the office.”

However, the main advantages of the HP Latex 360 Printer are durability and print quality. “We’re able to achieve an excellent standard of color. We provide clients with ISO color as standard, and the printer is very faithful to the colors,” says Ricardo. “This makes life much easier for us.”

The speed of the HP Latex printers means the company can keep pace with customers’ volumes. The HP Latex 360 Printer produces a print that is completely dry and ready to deliver straight off the printer. “From turnaround times of four to five days previously, we can now deliver material in 24 hours,” Ricardo explains.

Results

Increased productivity powers expansion

The business continues to expand, with year-on-year growth of 50%. Thanks to the versatility of the HP Latex 360 Printer, SG Eventos has expanded into a new area: decoration.

“SG Decora serves three market segments,” says Ricardo. “Large corporations wanting specific added value; corporations that are interested in volume and price; and the end consumer, who is more focused on decorative features.”

The company has continued to invest in HP printers. It now operates the HP Scitex FB750 Industrial Printer, which can print onto rigid material, and is looking at investing in the HP Latex 3100 Printer, to produce materials up to 3.2 meters in width, double the capacity of the HP Latex 360 Printer.

“This will be totally focused on decoration because it gives a fantastic print quality,” says Ricardo.

He says he is satisfied with the revenues generated by the HP Latex 360 Printer, but believes there are still more opportunities to explore. SG Decora is investing in an e-commerce space where it will offer acrylic vinyl, wallpaper, decals, bags and cushions.

“The relationship with HP has been a relationship of trust and practicality,” says Ricardo. “We find the HP machines very easy to operate. With HP alongside me, we can develop new products and add quality to the products we deliver.”

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