# Sakamoto Corporation introduces print center to support reprographics market with fast, cost-effective solutions

## Two HP PageWide XL 5000 MFPs enable Sakamoto to offer superior quality, large-format prints at high speeds

### Challenge
- Sakamoto wanted to create a high-quality, large-format monochrome and color print service for its customer base and smaller copy shops and repro houses

### Solution
- Sakamoto invested in two HP PageWide XL 5000 Multifunction Printers creating a print center to provide color and monochrome print, in volume, to service the industry
- HP SmartStream software provides added efficiency and streamlines workflow

### Results
- The two printers allow Sakamoto to produce 28 A1 pages per minute, increasing productivity
- With the HP PageWide XL 5000 MFPs Sakamoto can produce monochrome and color in one printer
- HP SmartStream software supports faster file processing which speeds productivity
- Superior image quality has impressed customers
- Sakamoto have reduced production times by up to 90%
- The high-volume stacker neatly sorts output without manual checking



"Before deploying the HP PageWide XL 5000 MFP, we provided large-print services using LED printers, and we received a lot of complaints about the image quality. The HP PageWide XL 5000 MFP completely eliminated this problem. The image quality is superb and the reproduction of fine text and lines is fantastic."

– Hidetoshi Miura, Chief Director, Management Department, Sakamoto Corporation

Sakamoto Corporation is a reprographic solutions provider based in Oita City, Japan, founded in 1948. It was struggling to grow its business as customers had begun printing in-house due to the perceived high cost of outsourcing print. Therefore, it created a print center, 'Par' to service its clients and other smaller repro houses and copy shops.

"This printer is truly a magic box. The HP PageWide XL 5000 can produce monochrome and color at the same speed and cost. The current ratio is 80% monochrome and 20% color, but by delivering both at the same price, we expect we can achieve a 50-50 split in the future."

– Noriharu Sakamoto, CEO, Sakamoto Corporation

**Industry:**
Repro Houses and Copy Shops

**Company name:**
Sakamoto Corporation

**Location:**
Japan

**HP equipment:**
HP PageWide XL 5000 Multifunction Printer
HP PageWide XL High-capacity Stacker
HP PageWide XL Top Stacker
HP SmartStream software

**Website:**
oita-sakamoto.co.jp

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## Challenge

### Enabling provision of fast, stable print services

In Japan, many small copy shops have their own large-format color printers. However, these are slow, tend to involve high costs, and make it hard to meet deadlines, making it impossible to set yourself apart from the competition. This is why an increasing number of customers have moved printing in-house, reducing reprographic market demand.

Sakamoto understood that to grow its business it needed to reduce the cost of print by investing in a higher production large-format printer, but to justify such an investment it would be necessary to quickly increase demand for large-format monochrome and color print.

"We decided to build a network of industry peers who already have demand for large-format print services," explains Hidetoshi Miura, Chief Director, Management Department, Sakamoto Corporation. "We wanted to create a print center or hub that would offer our customers and our peers' customers' high-quality, cost effective monochrome and color large-format print."

This vision of a print center required a suitably powerful and fast printer to deliver high productivity and output services at manageable costs. As a long-time HP customer, Sakamoto turned to the company for advice.

"Research suggested that the HP PageWide XL 5000 Multifunction Printer (MFP) would enable us to deliver large-volume quality print at high speed, thus differentiating Sakamoto to our customers and slowing the trend for in-house large-format monochrome and color printing," adds Noriharu Sakamoto, CEO, Sakamoto Corporation. "At the same time, while we were considering this investment, there was a national subsidy available for innovative business services. We applied for the subsidy with the concept of a print center and it was accepted."

## Solution

### The print center delivers a triple win for customers, peers and Sakamoto

Sakamoto purchased two HP PageWide XL 5000 MFPs, one with a HP PageWide XL High-capacity Stacker and one with a HP PageWide XL Top Stacker. The printers can produce up to 14 A1/D pages per minute and can print mixed monochrome and color print orders at once and the stacker ensures the prints neatly stack. The HP SmartStream software optimizes the workflow and supports rapid processing. Overall Sakamoto can now guarantee faster delivery to its customers.

During high volume periods, the company prints thousands of A1 pages per month. The ability to print monochrome and color with one printer at the same speed and cost was also a clear benefit of the HP PageWide XL 5000 MFPs.

"We are impressed by the speed of the monster machines, HP PageWide XL 5000 MFPs, they are faster than expected, so productivity is excellent. In addition, the consistent high quality of the prints has allowed us to overcome some of the issues associated with our previous large-format LED printer," says Hidetoshi Miura.

"With the increased capacity we set about building a network of regular repro house customers, which ensured we increased our print volumes and reduced the overall cost of print, allowing us to offer better pricing and grow our business," comments Hidetoshi Miura.

Sakamoto focuses mainly on printing large-format monochrome and color CAD drawings and plans, but is also expanding its poster production capability.

## Results

### Speed, productivity and image quality from the hub

"Sakamoto is making good use of HP SmartStream software, which improves productivity and operator efficiency, enabling it to stay on the cutting edge of technical printing and contributed to slashing production times by up to 90%.

"One of my favorite HP SmartStream features is being able to select a specific section when doing high-volume output, and then check it and re-print afterwards – it is very fast and convenient," explains Tetsuo Taguchi, Head of Management, Department Office, Sakamoto Corporation. "In addition, the high-capacity stacker ensures the sheets come out perfectly sorted, saving us the trouble of having to organize them."

The HP PageWide XL 5000 MFPs can also print on a wide range of media and substrates, including bond and recycled papers, poster papers, polypropylene and Tyvek, providing maximum versatility to Sakamoto.

"We can handle color, monochrome and mixed drawings in a centralized workflow, so our productivity has gone up," concludes Hidetoshi Miura. "The color image quality is beautiful, and we can process orders in a short delivery time with high print output."

With the ability to offer color and monochrome at the same price, Sakamoto is confident demand for color print will grow from 20% to have an equal share with monochrome production.

The HP PageWide XL 5000 MFPs now form the backbone of Sakamoto's large-format output, enabling it to create thousands of large-format prints for its own customers and its industry peers. By banding together with these other copy shops and providing superior quality, low cost prints at high speeds, it has been able to slow the trend for in-house printing.

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