

Case study

Gaunet improves print quality and processing time to increase productivity and profitability



Gaunet accelerates the creation of photo specialty print with HP PrintOS Print Beat and HP Indigo 7800 Digital Press

Challenge

- Automation of B2B photograph printing
- Finding a way to reduce workload and reduce costs for album production
- Process performance, productivity, quality, and process time

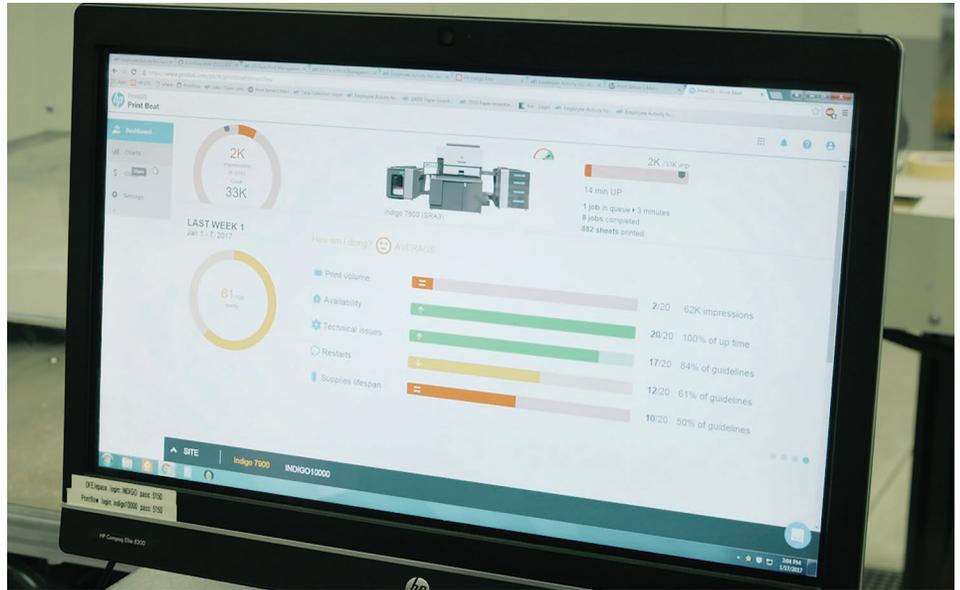
Solution

- Installation of 2nd generation HP Indigo 7800 Digital Press
- Reduce setting time through automation process
- Benefits of HP PrintOS Print Beat include improving print quality, practically real-time production information (monitoring, troubleshooting) increases productivity

Results

- Used to gather hard data instead of subjective tracking to make better decisions
- Classify and identify performance issues
- Uses quantitative data that can be used for engineers
- Improvements in processing time, productivity, and consumable use cycle

GAUNET
Leading supplier of smart IT :



“Until last year, if we wanted to detect problems we had to have an experienced operator analyze the operation results or some form of tracking. It can be difficult to explain problems to an engineer when you find out like this. Now, with HP PrintOS Print Beat, we’ve improved our communication methods and are able to more quickly identify and resolve issues that arise with the data the system provides.”

— Lee Ho Sang, CEO, Gaunet

Early in 2015, Gaunet installed an HP Indigo 5600 Digital Press along with the second-generation HP Indigo 7800 Digital Press. These presses allow Gaunet, which handles large volumes of print every day, to operate a more efficient, cost-saving automated process. In January 2016, Gaunet began using HP PrintOS Print Beat to improve and monitor the performance of its HP Indigo presses.

“We use the HP Indigo press to produce photographs. In this business, you have to print every photograph perfectly, even if the content is different every time. Since we started using HP PrintOS Print Beat, we’ve reduced our reprinting rate from 4% in January 2016 to 0.5% in January 2017. This result is good for us and our customers.”

– Lee Ho Sang, CEO, Gaunet

Industry:

Photo Specialty

Company name:

Gaunet

Location:

Seoul, South Korea

HP equipment:

HP PrintOS Print Beat
HP Indigo 7800 Digital Press
HP Indigo 5600 Digital Press
HP Latex printer

Website:

gaunet.co.kr



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Challenge

Simplifying complex photographic printing

Gaunet, located in Seoul, South Korea, sells scanners, digital cameras and a host of other camera accessories. To boost its digital camera business, Gaunet also provides printing services for professional photographers.

The company’s printing business started with an HP DesignJet Z Series Printer and expanded to an HP Latex printer to use with POP and other large-format production. To provide a complete digital service, in 2015 Gaunet installed an HP Indigo 5600 Digital Press. Currently, the company has 11 employees in its printing division with high productivity.

Gaunet’s CEO, Lee Ho Sang explains, “At the time we were printing wedding albums for professional photography businesses. As each one of them was individually designed, we had to manually manage each print.” He continues, “At first we used the HP Indigo 5600 Digital Press and we had to receive the file, produce the print file, make an impression, set the color targets, and have an operator go through a whole preparation processes just to print. The problem is that even with increases in orders, they were all individual wedding albums, which meant we had a very low level of efficiency and it took a long time to get through our orders. This also resulted in mistakes and faults.”

Solution

Measurement and control

“To solve these problems, we decided to try and improve the automation of repeat jobs and improve the quality of our prints.”

CEO Sang says, “The more we expanded our business, the more problems we had.” So, in 2015, Gaunet installed a 2nd generation HP Indigo 7800 Digital Press which allowed for the automated processing of files and creation of PDFs and JDFs. This significantly increased production speed and reduced errors.

As it expanded its press productivity, Gaunet also expanded its business into the print on demand market with products and standardized templates available online for customers to use directly. However, problems arose with excessive use of consumables and wear and tear on parts that then required maintenance or exchange. Gaunet wanted to ensure that it was optimizing its processing time and investments in parts and materials.

Results

Press performance checked in real-time

JDFs allowed an increase in time effective printing in the company’s work flow, but there were still issues with regular errors. “For us, the biggest innovation was HP PrintOS Print Beat,” CEO Lee Ho Sang says. “This cloud based system gives us nearly real-time data and reports on the printers’ performance and allows for press performance to be checked in real-time.”

Now, if an operator or other employee checks HP PrintOS Print Beat for forecasts on potential issues, they could investigate and discuss the issue immediately, based on real data.

“On the other hand, it also resulted in the reduction of problems.” Sang continues: “By discovering the factors that result in improved performance, we discovered best practices.”

“Our ultimate goal is to give our customers the best choices through a completely automated work flow.” Sang concludes: “In the future, we will continue looking for more ways to automate. We are already developing our operational plans and HP PrintOS Print Beat is providing us with the data to do that.”

Learn more at

hp.com/go/printos

