

Case study

Grupo Gráfico Romo's digital production shows exponential growth with new investment in digital technology



HP Indigo 10000 Digital Press broadens product offerings and reduces time-to-market

Challenge

- Add the benefits of digital printing to complement existing offset production
- Develop new products to broaden customer offerings
- Find more cost-effective means of production
- Offer larger-format digital services

Solution

- Install an HP Indigo 10000 Digital Press
- Use new tools like HP Smart Stream Mosaic to capture new markets and brands
- Educate staff and customers to think digitally

Results

- Exponential growth of digital printing activities
- New products for existing and new customers
- Recapture lost unviable offset jobs



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imprime pasión

“The ability of the HP Indigo 10000 Digital Press with B2 format to integrate into our own production environment means that we think of it as a seventh press, and not just one for short-runs.”

– Luis Romo, visual solutions and sales director, Grupo Gráfico Romo

Grupo Gráfico Romo is a family company based in Naucalpan, Mexico, it was founded in 1989 as a company of print brokers. By the early 1990s, the family had established a reputation for understanding print, quality and customer service. Based on those credentials, it invested in presses and moved into general commercial printing.

“We see real opportunities for the HP Indigo 10000 Digital Press, including high-quality jobs using green, violet and white. We are also testing the Enhanced Productivity Mode and HP SmartStream Mosaic, and new applications such as flexible packaging and folding carton.”

— Luis Romo, visual solutions and sales director, Grupo Gráfico Romo

Industry:

General Commercial Printing

Company name:

Grupo Gráfico Romo

Location:

Naucalpan, Mexico

HP equipment:

HP Indigo 10000 Digital Press

HP Indigo 5600 Digital Press

Website:

gruporomo.com



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Challenge

Growth vs. growing

Grupo Gráfico Romo has a reputation for quality, continuous improvement, and maintains exceptional relationships with its customers, although its strategy is hardly typical.

“By the mid-1990s, we had several hundred customers,” says Luis Romo, visual solutions and sales director, Grupo Gráfico Romo. “At that time, we were printing everything: brochures, posters, flyers, commercial stationery and catalogs. It was then that Abraham Romo formed a whole new strategy.

“He reduced our customer numbers to about four, and established a specialty niche of printing catalogs,” he continues. “Several companies were fairly small, but he wanted to grow with them, strategically, rather than just add customers randomly.”

With the focus on catalogs and customer service, Grupo Gráfico Romo added photography, styling, lighting, and even hired fashion models.

“We handle creative content as well as print,” Romo says. “We’ve also diversified into video, TV, and content for the internet, social media and online activities – in short, we were becoming a communications company.” Abraham Romo’s strategy paid off. “Companies we began printing 1,000 catalogs for, now order 300,000,” Romo says. “We’ve grown together.”

Digital print has also played a part in the company’s evolution. “We had a dry-toner machine that we used for some short-runs and for cost-effective models for mock-ups of offset work,” Romo explains. “By the time that press came to the end of its life, we installed an HP Indigo 5500 Digital Press, from Sun Digital, HP’s Channel Partner in Mexico. We have known them for a long time, and share a passion for print.

“By then, the color quality and substrate versatility of HP Indigo presses had moved beyond that of dry-toner systems,” he says. “It gave us a very close match to offset, and we later upgraded it to the HP Indigo 5600 Digital Press.” This led to an approach to print photobooks for an online photo-specialty supplier.

“That was a very successful operation for us, and we even won a national graphic arts award for our photobook work,” Romo says. “That success led us to think about integrating digital into our commercial work; there were growing demands for shorter commercial runs, more substrates, faster turnarounds and variable data.”

Solution

New ways of doing business

“The HP Indigo 10000 Digital Press was our biggest investment in a decade,” Romo says. “However, it had what we wanted to create the capabilities to meet our strategic vision.

“The B2 format has a better match with our 40in. offset presses than the tabloid. It makes it easier to use our finishing equipment, which happens to be from HP Finishing Partner, Muller Martini.” While digital remains a very small proportion of Grupo Gráfico Romo’s work, Luis Romo sees the opportunities.

“There is still a lot we need to do to fully integrate digital,” he explains. “We are exploring new products with our customers, and new ways of printing existing jobs using the capabilities of the HP Indigo 10000, such as localized variable data products, use of the Enhanced Productivity Mode (EPM), and other features. For normal commercial work, EPM is looking like a real-time and cost-saving technique. These features are part of new ways of doing business, and demonstrate that digital is not just about volume.

“For example, we quoted 2,500 copies of a 24-page catalog both for digital and offset, and it turned out that using the HP Indigo 10000 Digital Press was more cost-effective,” Romo says.

Results

Finding its niche

“There are a lot of features to explore on this press,” Romo says. “We are defining a niche segment where time-to-market is critical. This is different from our catalog business which prints to a predictable schedule.”

Grupo Gráfico Romo has tested the powerful HP SmartStream Mosaic software that automatically generates virtually limitless design variations within specified parameters.

“We produced notebooks for internal use using Mosaic to create the designs for the internal pages as well as the covers,” he continues. “It was a great way to get everyone in the company to recognize the powerful potential we now have.”

While not migrating jobs from conventional, Grupo Gráfico Romo is finding new work for the HP Indigo 10000 Digital Press. One job the press has won is for comp cards for a model agency.

“All models have comp cards with a few pictures, work experience, vital statistics and contact details,” Romo says. “Companies printing these with offset now have a 500 card minimum, when in reality, only 50 or so are needed. This is a job we got back after four years, and printing 50 cards for 50 models is ideal for the HP Indigo 10000 Digital Press.

“We have a very good relationship with HP Indigo management, and also with Sun Digital, which has been a very good partner, and makes things happen. We’re looking into the feasibility of developing a digital printing training program with them and HP. It would be very exciting, and good for the Mexican print industry,” Romo concludes.

Learn more at

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