

# Exakta moves into a new market with cloud-based production management solution



HP PrintOS Site Flow enables Swedish printer to join PhotoBox network and fulfill 90,000+ calendar orders

## Challenge

- Respond to a request from new client, PhotoBox Group, to supply calendar products from online orders directly to consumers
- Be able to handle up to 100,000 unique calendar orders during 6-week peak season
- Ensure quality and timely delivery of up to 7,000 orders per day

## Solution

- HP PrintOS Site Flow
- 2 x HP Indigo 7800 Digital Press (upgraded from HP Indigo 7600 Digital Press)
- 1 x HP Indigo 7900 Digital Press
- 1 x HP Indigo 5500 Digital Press

## Results

- Successful fulfillment of 90,000+ orders from PhotoBox customers
- Profitably print, finish and ship short-runs of one
- Eight weeks from concept to production
- Preparation to roll out benefits of HP PrintOS Site Flow to other customers



**“Without HP PrintOS Site Flow we couldn’t do any business with PhotoBox. With Site Flow we can automate the whole process. I would really recommend Site Flow to other print providers, especially if you want to make money on short-runs, increase your productivity and get better control of your factory.”**

– Magnus Sahlén, COO and sales manager, Exakta Print AB, Malmö, Sweden



In August 2016, Exakta Print AB of Malmö, Sweden, a general commercial printer with strong digital printing capabilities, was approached by PhotoBox Group to print calendars for its customers in Sweden and Denmark. Using HP PrintOS Site Flow with its HP Indigo digital presses, the company has moved to a whole new level of automation and production management.

“As COO and sales manager, HP PrintOS Site Flow enables me to look at anything, any time of the day, from wherever I am, to see how production is going. I can sleep well at night knowing that everything is under control and running smoothly.”

– Magnus Sahlén, COO and sales manager, Exakta Print AB, Malmö, Sweden

**Industry:**

General Commercial Printing

**Company name:**

Exakta Print AB

**Location:**

Malmö, Sweden

**HP equipment:**

HP PrintOS Site Flow  
2 x HP Indigo 7800 Digital Press  
HP Indigo 7900 Digital Press  
HP Indigo 5500 Digital Press

**Website:**

exakta.se



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## Challenge

### Breaking the mold

Founded as a general commercial printer in 1970, Exakta Print’s services range from business cards to books. The company focuses on quality and customer service, and carrying out a wide range of jobs requested by its customers.

“For the first 20 years, while we were profitable, turnover was pretty much a flat line,” says Magnus Sahlén, COO and sales manager, Exakta Print AB.

“Installing digital printing capabilities helped us to grow and attracted new business, so for the past ten years or so, our growth has been very healthy.”

Today, Exakta Print has a turnover of 40 million euros and employs 200 people at multiple locations in Sweden.

“In 2012, we installed our first HP Indigo digital presses, and our growth has been between 10-15%, most of it in digital,” he adds.

Digital printing represents about 20% of the company’s work, and 35% of its profit. It now has two HP Indigo 7800 Digital Presses (upgraded from HP Indigo 7600) and two other HP Indigo presses at other sites. The company is in the process of installing an HP Indigo 7900 Digital Press to give it additional capacity.

“Carrying out short-runs for customers was the major use for our digital presses,” Sahlén explains.

“The quality is as good as litho, and we can print on a wide selection of substrates. There was some personalization work, but most digital jobs were ones that would have been too costly to produce conventionally. We were looking for opportunities to grow.”

One opportunity came when Exakta Print was contacted by the international photo-specialty company, PhotoBox, which offered Exakta Print a whole new challenge.

## Solution

### Automation and management in the cloud

PhotoBox Group has been using HP Indigo digital presses to print millions of photobooks, calendars, greetings cards, postcards and other photo-specialty products around the world. It uses a network of partners to fulfill online orders from its more than 30 million customers for the group’s PhotoBox, Sticky9, Moonpig and Hoffmann brands.

“While we had the press capacity and quality standards to work for PhotoBox, managing the thousands of jobs of print runs of one or two, handling the production tracking and dispatch was daunting – until we chose the HP PrintOS Site Flow application to manage production,” Sahlén says. “PhotoBox’s partners had experience of HP PrintOS Site Flow, so it approved the choice.”

HP PrintOS Site Flow is a cloud-based system that manages end-to-end production of thousands of online print orders, from order submission through

pre-press, printing and finishing, and all the way to direct shipping to end consumers. It delivers automated production, tracking of order status, rapid on-boarding of new projects and new customers, and flexible and scalable production capacity.

“PhotoBox wanted us to take on calendar printing for its Swedish and Danish customers,” Sahlén explains. “PhotoBox approached us in August 2016 in preparation for the Christmas peak season. We implemented HP PrintOS Site Flow within six weeks and began production in October.

“We needed to anticipate handling up to 100,000 time-critical orders,” he says. “Fortunately, Exakta Print and HP PrintOS Site Flow were up to the job.”

## Results

### A platform for growth

“We receive an order and a print file from the customer, and it is batched by the HP PrintOS Site Flow system,” explains Johan Lennartsson, account manager, Exakta Print AB. “Batching is done by product size, type of product and other parameters. Each batch has a cut-off time and maximum quantity.

“When either of those numbers is reached, the batch is released to the press,” he continues. “When the whole batch is printed, it is reported back to HP PrintOS Site Flow with the scan of a barcode. This is done at each work station, so we can keep track of where each batch is in our workflow.”

At the end of the process, the barcode of each calendar is scanned and a shipping label automatically generated. The tracking number is sent to HP PrintOS Site Flow, and the order is placed for shipment.

“The biggest customer we have for personalized print is PhotoBox. Without HP PrintOS Site Flow, we would never have been able to handle the kind of production we do for PhotoBox,” Lennartsson says.

Exakta Print produced more than 90,000 calendars for PhotoBox and dispatched them to more than 40,000 customers.

“Before using HP PrintOS Site Flow, we had trouble making money on very short-runs and one-offs,” Sahlén says. “After installing HP PrintOS Site Flow, it is very possible to make a profit on every job. From our current turnover of about 40 million euros, we hope to grow to 50 million euros by 2020. Our work with PhotoBox and HP PrintOS Site Flow makes reaching that goal far more likely.

“PhotoBox is a new type of customer for us, but based on our work for them, we are looking forward to using the HP PrintOS Site Flow capabilities with our other customers,” he concludes. “This is the first step into a new era for Exakta Print.”

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