

Fragma consolidates its leadership of the plan printing market



The HP PageWide XL 5000 Multifunction Printer: fast and efficient quality color printing

Challenge

- Reduce printing costs and make the company more competitive
- Reinforce its leadership of the plan printing market

Solution

- The HP PageWide XL 5000 allows low-cost, high-speed printing of color plans
- HP PageWide XL Folder improves productivity and reduces delivery times

Result

- Reduce printing costs for current and potential customers, improving productivity
- Design of specific marketing campaigns expand the company's market share and increase its volume of business
- Faster preparation and turnaround of jobs
- Ability to print both color and monochrome jobs quicker from the same device



“The HP PageWide XL 5000 Multifunction Printer has allowed us to provide products that are highly competitive in terms of quality, price, speed and service, helping us target new customers and verticals.”

– Jaime Pividal, production manager, Fragma

Fragma needed to preserve its leadership of an increasingly price-driven market. After analyzing the available options, the company chose the HP PageWide XL 5000 Multifunction Printer to enable it to provide quality products that are competitive in terms of both price and service.

“HP’s understanding of the market, its customers and their needs has allowed it to create a high-quality product.”

– Jaime Pividal, production manager, Fragma

Industry:

Reprographics and printing services

Name:

Fragma

Location:

Spain

HP solution:

HP PageWide XL 5000 Multifunction Printer
HP PageWide XL Folder
HP SmartStream software

Website:

fragma.es

¹ Under HP’s internal methodology and testing, compared to mid-volume color LED under \$40,000 USD as of March, 2015. To see the criteria, visit hp.com/go/pagewidexlclaims



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Challenge

Businesses can still compete on quality in a price-driven market

Fragma is based in Madrid and provides small- and large-format digital printing. The company stands out for its investment in new technology and its highly qualified specialist staff who can support clients throughout the full printing process. Its commitment to service, quality and delivery times, together with an emphasis on environmental sustainability, have made it one of Spain’s leading printing companies. It employs 25 staff and has workshop space of 1,700 square meters.

“Globalization is transforming the market. It’s easy to sell printing services online and we have to be able to compete with companies that focus exclusively on price,” explains Jaime Pividal, production manager at Fragma. “To remain competitive, it’s not enough to just have an online presence. We have cutting-edge equipment, expert knowledge, affordable prices and can offer fast turnaround times. We also have a sound understanding of the printing business, our customers’ needs and the problems they might face when producing different kinds of materials.

“The Spanish market is highly fragmented and downward pressure on prices has become the norm. This trend has seen many businesses disappear as they are unable to make the changes required to stay competitive,” explains Jaime Pividal. “We are a market leader when it comes to printing plans and we know we must work hard to maintain this position.”

Solution

Speed and quality

“HP contacted us to analyze the needs of the plan printing market. We have worked closely with the company, which has been able to develop a product based on customers’ needs, something that is reflected in the result,” remarks Jaime Pividal.

“At Fragma, we decided to invest in the HP PageWide XL 5000 Multifunction Printer and make the switch from our previous supplier. Our existing equipment was old, with all the associated costs, but we also saw that the HP PageWide XL 5000 was the best way to make our business more competitive.

“The Spanish construction industry is still recovering but the international nature of many construction firms and Spanish civil engineering, with large projects throughout the world, means these companies need a supplier they can trust. At Fragma, our team can handle large-scale challenges, such as printing the plans for the firms involved in major construction projects like the Panama Canal Restoration Project.

“The trend for color printing is now well established and affects plans,” explains Jaime Pividal. “While color printing made up just 20% of the market a few years back, it’s now the other way around. Before long, everything will be printed in color. Color plans are a big advantage as they are much easier to read.

“The HP PageWide XL 5000 prints in both monochrome and color at high speeds. Printing is now 10 times faster than it was with our old equipment,” remarks Jaime Pividal. “Production has increased and we have significantly lowered our prices, delivering real benefits for our customers.

“The HP PageWide XL 5000 online folder helps make us more productive and improve turnaround times, leading to faster delivery of jobs,” explains Jaime.

Results

Increased productivity, low prices and new markets

“The HP PageWide XL 5000 Multifunction Printer is an extremely versatile production machine. It can print both color and monochrome jobs quickly from the same device. We no longer need separate printers, saving both space and time while also improving the quality of our products,” explains Jaime Pividal.

It’s not just faster print speeds that have made Fragma quicker, the HP SmartStream software has also helped streamline the preparation and processing of jobs. “HP SmartStream has made our business more efficient. The software automatically detects PDF files, then analyzes them and resolves any problems without us having to process files manually. The software then completes the preparation of the job and sends it to the printer,” explains Jaime Pividal. “HP SmartStream is a lightning-fast tool that greatly simplifies our work.

“The printer has allowed us to develop new products and launch specific marketing campaigns to attract business in both the plan and poster markets. We can offer products that are highly competitive in terms of quality, price, speed and service, helping us target new customers and verticals. We are also trying out different types of paper that might be of interest to current or potential customers, helping us stand out from the crowd.

“HP’s understanding of the market, its customers and their needs has allowed it to create a high-quality product,” concludes Jaime Pividal. “We have been working with HP for over 30 years and look forward to continuing this relationship in the future.”

Learn more at

hp.com/go/pagewidexl

