

Case study

Rush Graphics strengthens position as a provider of outstanding quality color print



HP Indigo 7900 Digital Press increases production speeds, reduces time-to-market and meets brand quality demands

Challenge

- Increase volumes and productivity without sacrificing quality
- Maintain a leadership position in color reproduction
- Continue to satisfy the high expectations of leading brands

Solution

- HP Indigo 7900 Digital Press
- Seven-color set including light cyan, light magenta and white inks
- HP Scitex FB500 Industrial Press

Results

- HP Indigo press prints on virtually any substrate
- Overflow work taken from HP Indigo print service providers in other parts of the country
- Extension of a reputation for reliability, high quality and added-value services
- Color standards set for major brands across multiple print technologies



“Many people in the industry focus more on the equipment, rather than on the solution for their customers. While we have HP digital printing capabilities, we will find the solution for our customer, whatever it is.”

– Fariba Agheli, senior account executive, Rush Graphics, Inc.

RUSH
Graphics

A small company that has reinvented itself several times since it was founded in 1985, Rush Graphics, of Hawthorne, New Jersey, remains rooted in its commitment to high-quality color reproduction. Its expertise and relentless focus has won it work from major brands, and the power of the HP Indigo 7900 Digital Press ensures print quality and production efficiency.

“The relationship with Rush Graphics has continued because they understand the level of quality that we demand. They are responsive and able to turn around mock-ups in two days; there’s no back and forth, they just get it done.”

– Maria Williams, head of global packaging, Godiva

Industry:

General Commercial Printing

Company name:

Rush Graphics, Inc.

Location:

Hawthorne, New Jersey, USA

HP equipment:

HP Indigo 7900 Digital Press
HP Scitex FB500 Industrial Printer

Website:

www.rushgraphics.com



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Challenge

With an HP Indigo digital press, no one knows the size of your business

Established as a repro house in 1985 by Zora Agheli-Kassaii, the company moved on to proof and sample production. Zora Agheli-Kassaii’s expert knowledge and experience in color, and unique understanding of what made things printable, provided the foundation for this family business. According to Fariba Agheli, senior account executive, Rush Graphics, this made the business a ‘printing boutique’.

“As our knowledge and experience grew, we undertook projects that have influenced our business for decades,” she explains. “Print and color quality remained priorities, but customers were also asking for direct mail, promotional materials, and packaging.”

By building close relationships, Rush Graphics evolved different services to meet a comprehensive range of customer requirements.

“We work for several professional sports teams,” says Manee Kassaii, marketing manager, Rush Graphics. “For them, we do holiday cards, tickets, posters and personalized fan letters. For other customers, we do commercial work, POS, marketing materials, sell sheets, banners, decals, displays and packaging. For pharmaceutical companies, the mix is different, but we would like our customers to know the full scope of our capabilities.”

Rush Graphics’ first step into digital was an HP Indigo s2000 Digital Press, installed in 2005, that enabled it to print on foil and flexible substrates with white ink. It later upgraded to an HP Indigo 5500 Digital Press which offered faster speeds and the ability to print seven colors. This was backed up by an HP Indigo 3550 Digital Press. Later, an HP Scitex FB500 Industrial Printer and an HP DesignJet printer were added; a five-color litho press, a die-cutter and other finishing equipment complemented the digital line-up.

“In late 2014, we reached the point where we felt we needed greater capacity, increased press speeds, a wider color gamut, and to achieve higher print quality than offset,” says Mehdi Saharkhiz, production manager, Rush Graphics. “The logical move was to upgrade to the latest HP technology.”

Solution

It’s all about color

“The HP Indigo 7900 Digital Press provided a new level of performance,” Saharkhiz explains. “We decided that in combination with the HP Scitex flatbed printer – which can also run roll-to-roll – the new press gave us the production power and versatility we needed, so we retired our other digital presses, and our offset press.”

“One of the trickiest jobs we had was printing different cartons for Godiva Chocolatier. We were printing on foil and using different substrates for each version and needed to achieve the same, vibrant, PANTONE® Color.

“Since printing on a foil can change the look of the color, the challenge compounded,” Fariba Agheli says. “Our expertise and knowledge of colors combined with the ability to color correct on the HP Indigo press makes it possible to achieve color consistency across various substrates.”

Customer relationships and trust are as much a part of the ethos at Rush Graphics as color expertise and print quality.

“For example, we’ve built a customer base of leading companies across a range of industries,” says Manee Kassaii. “The data we handle for pharmaceutical, and professional sports teams is highly confidential, and the trust we have established is of enormous importance to us.”

While the HP Indigo 7900 Digital Press has given Rush Graphics higher productivity and expanded the boundaries of creativity, the long relationships continue to contribute to the success of the business.

Results

Luxury quality across the board

One notable partnership started in 1998 with the chocolatier, Godiva. At the time, packaging trends included the use of flexible materials, especially foil. Godiva wanted a printing and prototyping partner that could fulfill the challenging requirements of the new trend. As a leading company in prepress, Rush Graphics had the necessary skills in color management and image processing.

“The relationship with Rush Graphics has continued because they understand the level of quality that we demand,” says Maria Williams, head of global packaging, Godiva. “They are responsive and are able to turn around mock-ups in two days; there’s no back and forth, they just get it done.

“Among other work, Rush Graphics creates sales samples printed digitally in runs of 250-300 and handles the repro for the full litho runs,” she continues. “Colors need to be accurate. For example, our packaging uses very specific colors, including gold, which Rush Graphics is able to reproduce across a range of papers and boards.”

“Whatever the challenges of new technologies, this is one of the best machines out there; there is no competition,” says Saharkhiz, “so we feel that we are ahead of the curve. We can provide better quality than any offset print.” Thanks to Rush Graphics’ achievements, many of its customers are now seeing the benefit of digital printing.

Saharkhiz concludes, “With our HP equipment, customers are asking for digital because it’s better than offset with a more robust color gamut, better print quality, faster turnaround times and a brighter color.”

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