

B2C markets deliver profitable growth

Superior Packaging and Finishing



Business goals

- Open new high-volume B2C and B2B2C markets
- Reduce internal coding and IT development costs for new projects
- Fulfill thousands of jobs per day directly to consumers
- Onboard new projects in days rather than weeks

Challenges

- Respond to changing customer needs in less than 24 hours
- Avoid capital investment
- Integrating B2C social media customers in one week or less
- Confidently manage large order quantity spikes

Solution

- HP PrintOS Site Flow
- HP Enhanced Productivity Mode
- HP Indigo 10000 Digital Press

Results

- New levels of versioning, personalized messaging and targeted marketing, creating a new niche market
- Seamlessly managing 20x volume swings in stride and with confidence
- Cut implementation times in half at a low cost of entry
- 35-40% growth since the introduction of digital print manufacturing



“Site Flow is a game changer at Superior Packaging and Finishing. It has enabled us to secure new business and to manage client orders in a much better, real-time process. I would absolutely recommend Site Flow to other PSPs.”

— Toby McManus, Director of Business Development, Superior Packaging and Finishing

Superior Packaging and Finishing uses HP PrintOS Site Flow to manage 200,000 orders in seven weeks, without capital investment

Based outside Boston, USA, Superior Packaging and Finishing is a family-owned business with years of experience in the high-end packaging and finishing industry. It was founded over 20 years ago as a trade finishing house with cutting, folding, and stitching services. Since then it has grown to occupy over 100,000 square feet with over 100 dedicated employees and a huge range of packaging and finishing services.

The company is always striving to lead the market and, following the economic crash of 2008, diversified into digital print. Recently Superior implemented HP PrintOS Site Flow in less than three weeks to take on two new B2C customer accounts and delivered over 200,000 customized calendars and cookbook orders in a seven-week timeframe. PrintOS Site Flow combines automated order submission, job batching, printing and automated shop floor management functionality to ensure every order is shipped on time. Jobs are printed on two HP Indigo 10000 digital presses with Enhanced Productivity Mode to produce the highest quality output at record-breaking speeds.

HP PrintOS Site Flow manages customer jobs from the original electronic order submission through print and into the manufacturing process, tracking it all the way through operations and full, automated integration with leading shipping carriers. It also allows real-time reporting back to the end customer for 24/7 visibility, boosting end customer satisfaction.



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