

Case study

The Xenon Company achieves its environmentally sustainable print technology vision



HP Latex print solution opens new business opportunities through improved productivity, quality, and green outcomes

Challenge

- Create competitive edge and creative print applications, opening new direction in interior décor market in hospitals, schools, restaurants and hotels
- Pioneer the introduction of the power of latex print technology to the Myanmar display print market
- Educate the market to embrace new environmentally sustainable print outcomes instead of traditional eco solvent printing

Solution

- Deploy an HP Latex 3100 Printer and tackle the interior décor market
- Offer new brand marketing solutions to wide ranging customer base with HP Latex vast range of print applications
- Utilize the HP Latex 3100 Printer's speed, print quality and color intensity advantages to open new market opportunities

Results

- Creates toxic-free, odorless, and colorful child friendly wall decorations in key areas of the Yankin Children's Hospital
- Achieves first time high quality print samples that save money, eliminate waste and help customer's time to market goals
- Enables print output of 600 to 700 feet per hour, which previously took up to seven eco solvent printers to achieve



“The HP Latex print technology delivers reliability which means no need to reprint. Now clients see the quality immediately for themselves. This means great time and cost savings; a win win for Xenon's productivity and for our customers' time to market.”

– Myo Min Oo, managing director, Xenon Company Limited



In 2016, the Xenon Company Limited undertook a pioneering and transformative print technology initiative with two objectives: first to help introduce the Myanmar market to the strong environmentally sustainable and economic advantages of HP Latex print technology; second to create a fun and happy environment to help eliminate a child's fear of visiting the Yankin Children's Hospital.

“This is a new landscape for Myanmar. HP Latex technology delivers speed, print quality, color consistency and environmental sustainability for our clients. HP is at the forefront in inventing this technology.”

— Myo Min Oo, managing director, Xenon Company Limited

Industry:

Wide Format Graphics, Decoration

Company name:

Xenon Company Limited

Location:

Myanmar

HP equipment:

HP Latex 3100 Printer

Website:

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Challenge

Innovative environmental sustainability

The Xenon Company Limited is a major player in the print technology industry sector in Myanmar. Xenon's vision is to create awareness of the advantages of Latex printing for the interior décor market, especially for indoor spaces within hospitals, schools, hotels and restaurants.

Managing director, Myo Min Oo, describes how Xenon decided to venture further into the printed interior decoration and wall covering market. “We wanted to be an innovator and use the latest print technology. Quality and durability, especially outdoor print quality, would be our benchmark. We were also committed to an environmentally conscious philosophy.”

Xenon's customer base is wide-ranging and includes multi-national organizations such as Unilever, telecoms and local banks. A major project has been its printing product support for UNICEF's posters and outdoor campaign.

He reflects on Myanmar's marketplace: “It is very competitive and eco solvent printing has been a common procedure in the Myanmar market. Despite its lower cost it has its challenges such as print quality and environmental issues with eco solvent printing.”

Solution

Myanmar's widest range of quality print applications

Xenon deployed the HP Latex 3100 Printer. “That investment was made to harness its great strengths; print quality, color intensity and speed. It also allows us to offer the widest range of quality print applications in Myanmar. We can produce 600 to 700 feet of output per hour. That is the equivalent of up to seven eco solvent printing machines. This achievement is making our product very cost effective.”

He recalls how his 'recurring nightmare' has been eliminated. “The HP Latex print technology delivers reliability which means we don't have to reprint. We no longer have to keep showing print samples to clients again and again. Now it is only once and clients see the quality immediately for themselves. This means great time and cost savings. This is a win win for Xenon's productivity and for our customers' time to market.”

He offers an example of how effective the color intensity is on Xenon's print output: “Unilever wanted a total black color. In fact, we have produced 150 taxi wraps because they liked the total black color so much.”

He laughs when he remembers a problem he had with one client. Xenon showed the company a print sample using the HP Latex water-based ink printing. “The client told me ‘No. The brand color is wrong.’ I was so amazed. We had calibrated the printer and the media perfectly so the brand color should not be wrong.”

“The client came into our premises and we demonstrated that the actual color was correct. Because they were so used to the poor color they had been receiving from the eco solvent printer, the client thought that the inferior color was their brand color. In fact, the imperfect color print they had been used to was wrong. He is now a very happy client.”

Results

New business opportunities created

The HP Latex print technology is opening new business opportunities for Xenon. “Now we are involved in interior market wall covering as well as outdoor building wrapping. For instance, we wrapped the entire windows of a bank with latex print and we created shopping wall branding for a major shopping center. The substrates we can use include stickers, picture, wallpaper, double sided banners and clear transparent stickers.”

Myo Min was inspired to take an imaginative and very human idea to the Yankin Children's hospital administrators. His one year old son developed bronchitis and needed a chest X-ray. “He was afraid to enter what he saw as a cold dark machine room for the X-ray. I felt really bad for him and I didn't want other children to have the same feeling that my son experienced.”

He received a willing and sympathetic reception for his idea to decorate the walls of the scanning room, the X-ray room, ultrasound room and the recreation areas with bright and child friendly wall coverings. The hospital's medical superintendent, Dr Myint Khine, had a similar dream but was concerned about ink odor and the children's health.

Dr Khine explains: “Xenon showed me a video of how HP had transformed an MRI room in a Barcelona hospital to make it look like a space shuttle. I was happy with the non-toxic prints. They are odorless and fire retardant. The rooms have vibrant colors and are child friendly. The doctor and nurses say how it puts a smile on the children's faces and how much easier it is now to bring the children into these areas.”

Myo Min adds: “Without HP's support and the use of HP substrates we could not have succeeded. It is a small step but very important in impact. It is a clear signal of Xenon's vision to promote for our country the powerful elements of environmental and sustainability. This is a new landscape for Myanmar. HP Latex technology delivers speed, print quality, color consistency and environmental sustainability for my clients. HP is at the forefront in inventing this technology. We are looking forward to more of the same.”

Learn more at
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