

Case study

Criativando identifies service quality and innovation as foundations for growth



Investing in HP Latex differentiates the company from the competition and opens new markets

Challenge

- To increase production capacity and expand versatility
- To create service differentiation
- To reduce outsourcing, saving costs and guaranteeing uniform service

Solution

- Invested in a HP Latex 360 Printer due to its substrate versatility, image quality, safety certification and environmental protection

Results

- Improved productivity and print quality
- National and international expansion
- Service differentiation enables the business to expand and grow in new markets



“It was clear that the HP Latex 360 Printer would open a world of new ideas and possibilities. We have the only HP Latex printer in a 120 km radius which gives us a clear advantage.”

– Jonathan Tebaldi, owner, Criativando

Criativando, Brazil, started as a visual communication service and, in its early years, the company outsourced printing, preferring to focus on the low-cost market. After investing in a HP Latex 360 Printer, the company can now offer applications with greater value to customers who prefer quality printing to high-volume, low-cost printing. In addition, the versatility of the HP Latex printer is inspiring creativity and service innovation.

“The HP Latex 360 Printer is compatible with a range of applications. We can now create a variety of printed products, including vehicle wrapping, wallpaper and a range of products for fabrics. We are also testing material for sofas and Yupo synthetic paper for restaurant networks.”

— Jonathan Tebaldi, owner, Criativando

Industry:
Sign & Display, Decoration

Company name:
Criativando

Location:
Rio Grande do Sul, Brazil

HP equipment:
HP Latex 360 Printer

Website:
criativando.com.br



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Challenge

Invest and differentiate

Jonathan Tebaldi is Criativando. After 12 years in the graphics industry, he launched his own business in 2014 producing invitations and wristbands for events and parties in Nova Bassano, Brazil.

“Things started well,” says Tebaldi. “We were growing. I was hiring people and buying more equipment. We were making folders, agendas for events, raffle tickets and order pads, but I had to outsource any stickers and canvas banners. It wasn’t an ideal situation.”

Outsourcing created a lot of problems. It was difficult to control quality - which threatened Criativando’s reputation - and the cost was excessive. The most worrying thing was that Criativando ended up competing solely on price: it had few chances to create a differentiated service.

“We had a lot of customers looking for banners and stickers for walls and external installations,” Tebaldi says. “We were outsourcing everything, and the product was a solvent print that was poor quality, smelled bad, and faded.

“In our region there were 30-40 graphics companies with solvent machines. I thought: ‘If we buy a solvent machine, we’ll be just another company’ and my priority was to make Criativando different from the others.”

Solution

Creativity and quality

In 2016 Tebaldi attended FESPA Brazil, an international printing fair. Wishing to print everything in-house, he planned to buy an inkjet machine with integrated cutting. However, a friend recommended that he look at HP Latex printers.

“He said that HP Latex would create a differential over the competition and give fewer technical problems,” Tebaldi says.

Jonathan Tebaldi was shown HP Latex printing technology, compatible with applications that he had not previously considered. Its rapid, same-day production and its versatility opened up a range of new substrates and gave very high print quality.

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HP Latex printing technology offers major advantages for the business as it grows. Printing is completely dry, at operating speeds that require little maintenance, and the Latex ink, which is odorless, allows Criativando into markets that are intolerant to solvents, including the health service.

Results

Innovation opens the path to expansion

Installing the HP Latex 360 Printer changed Criativando’s business strategy. By focusing on high quality and long-lasting print, the company is competing less on price and more on high value applications.

The ecological credentials of water-based HP Latex inks help to attract professional clients such as architects. For other customers, the difference is durability. For example, Criativando signed a contract to wrap a fleet of lorries despite being more expensive than the competition with solvent production, because HP Latex can withstand chemical industrial washing.

“Our previous clients wanted cheap banners to hang over their shop door, leave up for a week, take down and throw away. The product we sell isn’t like that: it’s durable, well printed and well finished.

“The business grew. I now have six employees and a 400-square meter building,” confirms Tebaldi. “Productivity rose and costs fell as we no longer outsourced production. The impressive image quality and versatility of the HP Latex 360 Printer expanded our horizons.”

Perhaps the most exciting change is the launch of the Criativando platform, which is a marketplace for creatives and the online interior decoration community. “It is a new approach for use to socialize with customers and for them to connect with creative people and a wide variety of ideas.

“We meet customers and discover that many of them don’t understand or know the difference between latex or solvent production,” says Tebaldi. “Many of them do not buy materials online and do not know where to find personalized quality material. Using the Criativando platform they can get in contact with designers who know how to create and produce illustrations for printing, and the final product can be mailed to them.”

The Criativando project was a finalist in a Sebrae program, which received more than 100 entries. One precursor product developed was interactive wallpaper, which works as a cell phone application to activate educational content. It also has a social project called ‘More Color, More Smiles’, in partnership with HP, Caldera and Alltak, to decorate the walls of children’s crèches with adhesive screens.

Tebaldi has no doubt that the technology involved in HP Latex printing is essential to the growth of his business: “At the moment we produce 100 meters per month on average. However, with Criativando we know productivity will rise. The objective is that by the end of the year we should be producing at least 300 meters a month.”

Learn more at
hp.com/go/latex

