

Case study

Bodhi Tree Decor delivers innovative and stunning digital wall covering visuals



Bodhi Tree Decor embraces new business horizons with HP Latex print technology

Challenge

- To overcome the traditional techniques which limited wall covering design
- To allow clients to transform their design ideas into stunning interior wallpaper effects
- To discover an economic, environmentally sustainable technology solution to enable business growth

Solution

- HP Latex 370 Printer delivers cost effective, versatile, and customized wall covering solutions
- Environmentally-certified HP Latex Inks meet clients' sustainability goals
- HP Latex technology allows use of wide variety of substrates

Results

- Transforms Bodhi Tree Decor clients' design concepts into reality
- Delivers range of stunning visual products for decoration of hotels, restaurants, and homes
- Offers a cost effective, innovative, and environmentally responsible pathway for business growth
- Provides a blueprint to underpin future innovative applications for Bodhi Tree Decor



“Our customers want quality, performance, timeliness, good value and environmental sustainability all wrapped up in a beautifully stunning effect. Thanks to the HP Latex 370 Printer we can deliver this dream.”

– Cholakarn Visutipitakul, managing director and founder, Bodhi Tree Decor Company Ltd



Bangkok-based Bodhi Tree Decor found that traditional print techniques were responsible for limiting internal wall coverings to a range of old fashioned and somewhat boring designs. This limitation was stifling the market appetite for new and exciting visuals. Using an HP Latex 370 Printer, Bodhi Tree Decor launched an innovative and specialized digital print business. It is using this digital print technology to grow its business.

“We know exactly how HP brings a valuable dimension in helping us build our business. We believe HP will continue to lead the way and that we will be able to create different and exciting visual environments for our discerning marketplace.”

—Cholakarn Visutipitakul, managing director and founder, Bodhi Tree Decor Company Ltd

Industry:
Sign & Display, Decoration

Company name:
Bodhi Tree Decor

Location:
Bangkok, Thailand

HP equipment:
HP Latex 370 Printer

Website:
bodhitree.co.th



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Challenge

Building a digital decor business

The decision to set up an innovative and specialized digital decor business was inspired by two factors; experience in the advertising graphic design world and the frustration faced when trying to redecorate the family home.

That was in 2011 and today Bangkok-based Bodhi Tree Decor is supplying digital wallpaper, customized upholstery and window coverings to hotels, restaurants, spas, and temples, not only in Thailand but around the world.

Managing director and founder of Bodhi Tree Decor, Cholakarn Visutipitakul, recalls: “When it came to redecorating our home we realized that traditional techniques were limiting design opportunities and I thought maybe we should make our own wall coverings.”

Cholakarn researched the market to explore how wall coverings could tell a story; how a room in a commercial building or a home might act as a piece of art.

“I was excited by the idea of making a wall an interesting and inspired part of the decorative environment but I did not know which technology could make this happen. I had lots of conversations with graphic designers and that is when I learnt about the capabilities of HP Latex printers.”

Solution

Realizing the market opportunity

Cholakarn explains that HP Latex print technology was a major opportunity to help achieve her vision:

“I was impressed with the versatility of the HP Latex solution. We use a variety of substrates, paper, polyester and fabric. No matter which, the HP Latex technology gives us a premium finish.

An important dimension in the success of Bodhi Tree Decor is educating the market it serves. Both interior designers and the consumers know that they want something that looks stunning and will impress their guests and visitors. They also appreciate the potential of regularly changing designs and updating the interior to keep it fresh and current. We are here to make that possible for them.”

Results

Stunning cost-effective impact

“It is easy to install, within a day, and delivers a cost-effective impact. Our clients tell us how well the designs are received by the guests, many spreading the word about how impressive the environment is.”

Cholakarn adds: “Clients believe strongly in imagination and excitement. We show them there is no limitation to what they can achieve with design or theme. They see for themselves how an idea can be transformed into a design that gives them a look and a tone that only they possess.”

The Amari hotel chain is strong evidence of this outcome. Paul Gannicott, director, Projects and Product Development of ONYX Hospitality Group explains: “We developed a concept for the Amari Watergate Bangkok to deliver a very impactful backdrop which really reflects the company’s position in the market. Bodhi Tree Decor fine-tuned the graphics and worked on all the production aspects as well as the installation and application of the backdrop. Guest feedback has been very positive about the visual impact on the interior ambience in this property.”

Cholakarn notes that the outcomes are consistently proven and reliable. “The HP Latex 370 Printer is very easy to use. It prints attractive designs which could sell anywhere. The color is great, there is no odor, and the HP water-based inks carry green certification. This green credential makes our customers feel good and helps promote their commitment to sustainability.”

Benjamin Krie is general manager of Novotel Bangkok Sukhumvit 20, and the latest flagship for Novotel Asia Pacific. He witnessed firsthand the economic, practical and environmental values of using digital wallpaper:

“The application to change an area’s look, feel or even its theming can simply be achieved in one day, instead of the traditional method taking up to two weeks. That eliminates a significant business loss, as well as loss in productivity and operating hours. Environmentalism is becoming increasingly more important day by day. So the use of digital wallpaper is a massive part of the decision making process. It’s wonderful and comfortable to know that the Bodhi Tree Decor philosophy is environmentally friendly.”

Cholakarn explains: “Our customers want quality, performance, timeliness, good value and environmental sustainability all wrapped up in a beautifully stunning effect. Thanks to the HP Latex 370 Printer we can deliver this dream. We can rely on the HP knowledge and support, and HP readily shares technology updates and trends from its global experience with us, and how different companies are applying its products.”

Bodhi Tree Decor’s future thinking goes beyond wall covering. “With HP Latex technology we know we can expand our business to embrace decorative custom printing on roller blind, lampshades, curtains and upholstery.”

Cholakarn sums up: “We believe HP will continue to lead the way and that we will be able to create different and exciting visual environments for our discerning marketplace.”

Learn more at
hp.com/go/latex

