



Bennett Graphics transforms customer ideas into business successes

Commercial printer keeps competitive advantage with investment solutions from HP Financial Services

Organization

Bennett Graphics

Country

United States

Industry

Printing

HP

HP Indigo 7800, 10000, 12000, WS6800

HP Financial Services

HP FMV Investment Solution



“Having the latest technology sets us apart from competitors by delivering the kind of output that enables our customers to stand out in their industries. An investment solution from HP Financial Services ensures we can quickly and easily adopt new HP technology so that we can continue to transform our customers’ ideas into realities.”

– David Bennett, President, Bennett Graphics

Cut David Bennett and he may bleed ink. The President of Bennett Graphics is a second generation owner of this Georgia-based commercial printer which has been serving its market for over half a century but still refuses to slow down.

Serving a wide range of industries including international entertainment brands, luxury automotive manufacturers, educational institutions and not-for-profits, Bennett Graphics encourages its customers to rethink and reimagine the power of print.

From concept to campaign

David has been in the business long enough to remember when two weeks was a standard turn-around time. Now two days seems like a luxury. But time demands aren't the only change he's seen – companies have fewer marketing dollars to spend and are under increased pressure to produce materials that create greater impact. While demands have increased and budgets have decreased what hasn't changed is the expectation of quality.

Customers often come to Bennett Graphics with an idea and David and his team work with them to make those ideas special and successful realities.

Staying ahead of market shifts means Bennett Graphics needs to embrace new technologies while maintaining their limited budget. Now a hybrid shop of offset and digital presses – including four HP Indigo presses – Bennett is able to produce the broad spectrum of outputs its customers are seeking, and it can produce them artfully, economically and quickly.

Over the rainbow with HP Indigo

Bennett integrated digital technology early but had been working with other vendors for several years before transitioning to HP Indigo. “We saw the value in digital methods but didn't want to sacrifice quality for speed,” recalls David. “Our goal was to find a partner who could produce offset quality in a digital environment. HP is that partner; Indigo is as good as offset and in some cases better.”

Staying current gives Bennett Graphics a competitive advantage, so the company acquires its HP technology through HP Financial Services. With product improvements coming out on a regular basis, the company doesn't want to be locked into aging devices that can't meet current trends. Having the equipment on a contract ensures a built-in refresh cycle so as better, more efficient models hit the market, Bennett Graphics can quickly acquire them.

David sees HP Financial Services as an important partner in his business. “Their expertise not only in the equipment but in the industry as a whole is valuable to us. Not only don't I have to educate them in what I'm trying to achieve, but it also makes the acquisition process go quickly and smoothly.”

And that'll help keep this print powerhouse youthful for generations to come.

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