

# Iceland partnership makes the most of a great British summer



Iceland

New products brought to market in ten days to seize a sales opportunity

“We’ve been working using small-format digital presses for some time, but the wider HP Indigo digital presses have given us new advantages. Driving these with Ultimate Digital on chilled sausages proves the new world of printing digital on all substrates and sizes is here.”

—Ian Schofield, Own Label Manager

## Opportunity

During an early, hot British summer, supermarket chain Iceland sensed an opportunity to launch three new Great British Sausages BBQ products before the competition could take advantage of the market.

**The challenge:** The traditional printing supply chain is inflexible, booked weeks in advance for volume runs. Iceland needed a versatile printing partner capable of working an impromptu schedule.



## Solution

By working with HP Indigo, Iceland could execute variable printing across three SKUs without comprising product quality and food regulation standards.

**The strategy:** Print the first two weeks’ stock (approximately 90,000 packages) with Ultimate Digital on an HP Indigo 20000 Digital Press—in addition to preparing additional product packages for conventional printing.



## Results

Ultimate Digital managed the entire printing process—from order, to print and lamination, to delivery at Iceland’s sausage supplier—in only ten days after design. Even more, this increased printing flexibility allowed Iceland to test-market and produce both regional and targeted packaging without disrupting their supply chain.

**Sizzling sales:** The first run of the product sold out ahead of expectation, requiring a second digital production of packaging while the conventional packs were still in production.



Industry  
Retail foods

Application  
Flexible packaging

Solution  
HP Indigo 20000 Digital Press

Printer  
Ultimate Digital, U.K.

Visit [hp.com/go/indigo](http://hp.com/go/indigo) for more information.