

Case study

MP Repro speeds production and slashes costs with new large-format inkjet solution



HP PageWide XL 8000 Printer cuts operating costs by 23% while tripling output speeds

Challenge

- Aging large-format LED printers required costly maintenance
- Wanted to improve quality to stand out from the competition
- Lacked color capability due to high operating costs of traditional color production

Solution

- HP PageWide XL 8000 Printer with HP SmartStream
- HP Latex 365 Printer

Results

- By combining color and mono workflows, operating costs have reduced by 23%
- Print production is up to three times faster
- Output quality has improved
- HP Latex 365 Printer enables durable, vibrant, and flexible outdoor prints
- HP SmartStream manages workflows and automates manual tasks, saving time during production



“The HP PageWide XL printer reduces costs by 23% because our operators don’t have to waste time with separate black and white, and color workflows. This means we can offer better prices for color printing and grow that side of the business.”

— Carmela Martinez, president, MP Repro

Mp

MP Repro wanted to replace its aging large-format LED printers with a more flexible, cost-effective, and faster inkjet print platform. It turned to the HP PageWide XL 8000 Printer, which delivers three times the production speed, better quality, and color capability. By combining mono and color print workflows, the company has reduced costs by 23%.

“HP has proven itself to be a competent and extremely well-organized partner, which is helping us expand the business and offer more flexible print solutions.”

—Carmela Martinez, president, MP Repro

Industry:

Repro House

Company name:

MP Repro

Location:

Canada

HP equipment:

HP PageWide XL 8000 Printer
HP Latex 365 Printer

Website:

mprepro.com



Sign up for updates

hp.com/go/getupdated

Challenge

Modernizing technical print

For over 50 years, MP Repro has been providing specialized print services to the Canadian market. Today, the company offers numerous production options, including digital printing, 3D printing, signage, and large-format.

Technical printing has formed the bedrock of MP Repro's business since its inception in 1964. For many years, it had relied on mono, large-format LED printers to produce volumes of up to 6.2 million sq. ft per year, however, this equipment was aging, and its maintenance was becoming a burden. MP Repro wanted to find a more elegant print solution that would also enable color production.

“The previous printers had been in place for 10 years and incurred high maintenance and operational costs. There were also technical issues with registration, for example, while the quality left a lot to be desired,” explains Carmela Martinez, president, MP Repro. “We wanted to upgrade to an inline inkjet solution that would allow us to print black and white as well as color, quickly and affordably.”

Martinez spent several months researching the options on the market when she learned of the launch of the HP PageWide XL series. As an existing HP customer for graphics output, MP Repro was already familiar with the company and knew it delivered, both on quality and reliability, so this latest addition to the family was instantly attractive, especially as a new print contract for 50,000 sq. ft within a tight deadline had just been inked.

“The timing of the HP PageWide XL launch was perfect for us and addressed a combination of factors, such as inline heads and color production,” adds Martinez. “The fact that HP was happy to loan us a machine for a trial period just when we had received this huge contract was the cherry on the sundae.”

Solution

A flexible print platform

The HP PageWide XL 8000 Printer produces durable technical documents up to 40 inches (101.6 cm) wide with crisp lines, fine detail, smooth grayscales, and vibrant colors. It was installed and up and running within a day and a half, and now handles 50% of MP Repro's technical output, along with the occasional poster. The HP PageWide XL 8000 Printer uses HP SmartStream software to manage workflows and automate manual tasks, saving time during production.

“It was a very straightforward and seamless installation, and thanks to the intuitive touchscreen interface, little was needed in the way of training,” continues Martinez. “That meant we could tackle the new project and turn it around in less than a week.”

At the same time, MP Repro added an HP Latex 365 Printer to handle POS signage, wall graphics, outdoor banners, and interior décor applications. One of its first projects was the award-winning vinyl decoration of the entire interior of a Romanian Orthodox Church.

“We had been using water-based inkjets for this type of work but there were issues with the drying time, inks cracking, and flexible adhesion,” says Martinez. “We didn't want to go down the solvent route, so latex was the perfect choice for us. It gave us the flexibility and scale to produce 20ft by 20ft curved sections for the church, as well as the durability to last for years.”

Results

Faster speed, lower cost, better quality

The new HP PageWide XL 8000 Printer produces prints up to three times faster than its predecessors and, importantly, it prints both mono and color, so jobs no longer need to be split. This leads to huge efficiencies for MP Repro, which brings down the cost.

“The HP PageWide XL printer reduces costs by 23% because our operators don't have to waste time with separate black and white and color workflows. That means we can offer better prices for color printing and grow that side of the business. At the same time, it has made us much leaner for mono printing, so we can offer extremely competitive pricing,” comments Martinez. “The printer also requires much less cooling during the summer months and cuts paper more efficiently, which reduces wastage and brings further savings.”

The quality of the output has also impressed MP Repro and its clientele. For example, the 50,000 sq. ft contract for construction plans that arrived was warmly received by the customer: “They were thrilled with the quality of the prints, which gave us as a company a lot of credibility and led to repeat business. They were also amazed we could turn it around in so little time,” remarks Martinez.

Such has been the success of the HP PageWide XL 8000 Printer that MP Repro intends to add another, which will replace three older machines in one of its branches. Together these will enable MP Repro to extend its color offering and target more graphical arts projects, while the HP Latex 365 Printer is also opening new opportunities.

“We are seeing significant savings in operational and CAPEX costs, so it makes sense to bring another HP PageWide XL printer on board,” concludes Martinez. “HP has proven itself to be a competent and extremely well-organized partner, which is helping us expand the business and offer more flexible print solutions.”

Learn more at

hp.com/go/pagewidexl

