



## Printed.com to deliver more with latest HP Latex R2000



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A new HP Latex R2000 was installed at Printed.com's Northumberland premises in 2019. The R2000 goes hand in hand with Printed.com's fleet of digital presses, all of which are key to an ever-expanding range of printed products, from business cards through to leaflets, bound and stapled brochures, posters and display boards, wedding stationery, and many more in between, all delivered for a diverse market.

"We have a very broad range of customers from small home-based businesses to established chains and much larger corporate organisations, across a range of sectors including creatives, wedding stationers, retailers, charities, education, manufacturers, hospitality and more," says David Duncan, Production Director, Printed.com.

Printed.com also has a growing selection of wide format products, for which it chose the HP Latex R2000, a hybrid printer ideal for direct-printing onto a range of rigid and flexible materials. The team initially saw it in action at FESPA, then conducted extensive tests on a demonstration model in the UK before making the final investment decision.

David Duncan comments: "Having spent a significant amount of time reviewing the equipment available we chose the R2000 because it delivered what we believed to be the best quality output available. Print speeds are impressive and fit the profile of our workflow, the colour consistency across the range of product and stocks we produce is excellent, and the press has an effective front end for job layout and management. The R2000 was also delivered at a very competitive price against comparable devices in the market."

He adds: "Printing white ink is always a challenge on any device but the R2000 is producing some exceptionally high-quality results for us. That coupled with the sheer flexibility of the press makes it an ideal addition to our business. It has improved efficiency and increased capacity."

The R2000 is used to manufacture all Printed.com's large format rigid board work on Foamex, foam core, Corex, 2mm card, Dibond and acrylic. "But we don't intend to stop there as we believe there are many more substrates that the press will allow us to add to our range," says David.

Printed.com's tagline is 'Your Print, Your Way' - an approach it intends to continue into 2020 with new products and the re-platforming and deployment of its on-demand print API, which will allow businesses to connect directly with Printed.com to create a full end-to-end solution.



For more information, please visit <http://www.hp.com/go/LatexR2000>