

FASTSIGNS wins with HP Latex



HP Large Format printing helped the company complete a large-scale, award-winning healthcare project.

When a healthcare organization requests signage, they need more than signs and fast service, they need a company that can help them meet the unique challenges of their industry, from indoor air quality standards to reliable, high volume/industrial-scale production capabilities.

Susan Cilone, owner and CEO of a FASTSIGNS franchise in Louisville, Kentucky, met these challenges head-on when she helped UofL Health Management rebrand more than a dozen medical facilities to accommodate recent acquisitions.

FASTSIGNS Louisville found the quality, sustainability, and client-focused solutions they needed to complete this job with the HP Latex R1000 Plus Printer. HP Latex water-based inks also played a role with assurances about odorless prints and that no harmful chemicals were introduced into the environment.

This large-scale project was so inspiring and successful, it won the national FASTSIGNS 2020 Project of The Year, sponsored by and featured on the cover of the Large Format magazine "What They Think".

INDUSTRY
Commercial printing

SECTOR
Large Format printing and signage

OBJECTIVE
Gain the competitive advantage to win new business

APPROACH
Purchase the most advanced, reliable, and versatile Large Format printer in the industry

TECHNOLOGY | SOLUTION
HP Latex R1000 Plus Printer



The challenge

The large-scale project included both complex exterior and interior sign and graphic installations for more than a dozen medical centers, hospitals, and doctors' office buildings. The project was very demanding in terms of print quality, print volume, timeline, and the need to meet healthcare environment requirements.

Cilone used the HP Latex R1000 Plus Printer to produce a wide variety of elements for the interior phase of the project, as well as the unanticipated high demand for COVID-related signage that later emerged.

The solution

Cilone recognized she could rely on the HP Latex R1000 Plus Printer to deliver again and again with no downtime while maintaining outstanding print quality. The client demanded high-quality signage that included tiny text, full color, and spot color—all on one poster. The HP Latex solution not only kept up with the everyday “color, beauty, and pop” that the team promised, but also met many of the specific requirements for healthcare signage.

HP Latex Inks were also vital. FASTSIGNS used a lot of white ink, and the team was impressed by how the finished products came out looking smooth instead of textured. HP Latex White Ink offers the glossiest white on transparent and colored media with high opacity that resists yellowing over time. Plus, the team used the white ink “on-demand,” removing the printheads quickly and efficiently, so as not to waste ink while the printer was not being used.



Results

From patient room dry-erase boards to healthcare regulatory signage and employee appreciation signage, the HP Latex R1000 Plus Printer was able to meet the healthcare client’s diverse requirements—all with one printer. Delivering unmatched reliability and versatility, the printer easily accommodated the large-scale project with flexible, rigid, and white ink applications, high quality results, and fast turnarounds. The healthcare organization was very pleased with the results and will continue to look to FASTSIGNS to produce challenging projects like these.

As sustainability continues to grow in importance, the FASTSIGNS team knows that, with their HP products, this is a benefit they can also provide to their clients.

Additionally, the FASTSIGNS Louisville team was so impressed with HP Latex Technology that they invested in another model, the HP Latex 800W Printer, increasing its capacity to print roll-to-roll and white ink applications for all their projects.

