

# How experimentation helped GENR8 become a printing powerhouse



When GENR8 says it can print anything - it means anything. Based in Wallsend, New South Wales, this print shop prides itself on being able to take on any job no matter how big, small or different. It performs every stage of the printing process in-house, meaning it has full control of each job and can provide the best quality control possible. Best of all, doing everything means finding new and exciting ways to wow customers with innovative takes on signage, displays and packaging.

“We are not like any old fashioned print shop. Sure, we’ll print signs on reboard and plastics but we like to take it one step further,” says Yianni Moratidis, Owner and Managing Director at GENR8, “we’ll go to the hardware store and find all kinds of different substrates. I’m always looking for what else we can try to really take things up a notch. We will try to print on anything we can get our hands on.”

So when GENR8 moved into a new production space and its hunger for experimentation had outgrown its current set-up, it knew it needed something truly groundbreaking. In its search GENR8 found the HP Latex R-Series printer and was instantly wowed. Not only is the HP R-Series printer powerful, but its intuitive design meant the team could start using it right away.

“I had never looked at a flatbed printer before and I remembered seeing the HP Latex R-Series printer at a trade show. When they installed it, I was worried I wouldn’t know what to do, but the next day I gave it a shot and the printer was so easy to use,” says Moratidis.



## Print time is play time

Since getting the HP Latex R-Series printer, GENR8 is doing things it couldn't do with a UV flatbed printer. It has all kinds of businesses coming through to print everything from vinyl floor decals to wooden restaurant menus. The ease and versatility of the printer allows GENR8 to experiment with substrates and mediums and help take printing jobs to a whole new level. Even if a client hasn't requested a particular style yet, the team is busy printing away on new substrates to show to their Instagram following, showing off just what's possible to print with the HP Latex R-Series printer. With a beautiful colour gamut and no signs of cracking or peeling, GENR8 is showing the world the power of print.

For the HP Latex R-Series printer, producing high quality work on a wide range of substrates is just as quick and easy as paper. Meaning GENR8 can upsell their offering without the worry of increasing costs or labour. It's easy, quick and allows GENR8 to charge more for creating one-of-a-kind pieces for their clients.

"I can throw all sorts of boards into the machine, personalise it, and then sell it for at least 300 per cent more than I could with just a paper job," says Moratidis, "a higher margin for the same amount of work means the HP Latex R-Series printer pays for itself. It's fast, easy money."

The GENR8 team loves to just print and see what the HP Latex R-Series can do. From timber, plastic, or even large particle boards, GENR8 have expanded and built a demand for personalised and innovative printing.

## Ease of use

Unlike others in the Australian print industry, GENR8 is one of the few businesses that offer printing with white ink. The ability to produce a bright white result with ink is no easy feat, which is why those using a UV flatbed printer often give it a miss or opt for other alternatives. But with the

HP Latex R-Series printer GENR8 have no issue achieving this quickly and easily. The team were blown away by how quickly they were able to use it and how bright and seamless the end results came out.

"It's very intuitive. I don't even have to think about how to run it or do the white ink. In fact, a friend of mine tried printing on clear vinyl with white using their UV flatbed printer and couldn't figure it out. I told him to bring it over to try it on the HP Latex R-Series printer, and it was done in a couple minutes. He was shocked. That's just how easy it is," says Moratidis.

Adding confidence and ease to print service providers, the HP Latex R-Series printer uses eco-friendly, water-based inks which are UL ECOLOGO® certified to help customers meet their sustainability goals. GENR8 are able to print on a wide variety of eco-conscious media choices, and deliver prints that are odourless<sup>2</sup>, recyclable, returnable, or non-hazardous and safe for disposal.<sup>3</sup>

## A package deal

As more businesses go online, GENR8 saw a huge opportunity to break into packaging - and with the HP Latex R-Series printer in its arsenal it was a cinch. It can not only perform the service but upsell and offer customised options to customers at the same price and turnaround time as buying a generic packaging option.

*"One client saw what we were doing on our Instagram and now we've taken her packaging to a whole new level," says Moratidis, "every order we try something new - white inks on raw cardboard, doing full bleeds, or belly bands. It's fun to work with these entrepreneurs and they love the support. She also gives us shout outs which has brought in even more business."*

The HP Latex R-Series allows GENR8 to expand its business offering without the increased financial or workflow risk. It can produce work at

the same rate as its regular client work but charge much more for the additional personalisation.

*“To date, packaging is now about 20 per cent of my business, and it’s growing,” says Moratidis, “We have only scratched the surface in terms of personalisation. I am working with some of my clients now to personalise packaging per customer, and thinking about holiday packaging as we move into the gift season.”*

GENR8 has changed the way it does print, and it’s only just scratched the surface. While experimentation normally comes at a huge financial and business risk, the HP Latex R-Series printer has made itself an organic and ingrained part of GENR8’s business identity. It tests and tries out new substrates and then uses its findings to bring in more work through

GENR8’s Instagram. Around 60 per cent of GENR8’s clients come from social media now, as users just want to see what zany concoctions it will create next.

Thanks to the HP Latex R-Series printer GENR8 is finally realising its true potential as an innovator. It’s being rewarded with reductions in labour costs and gaining more work than ever before – all while keeping things fresh in the workspace.

*“It’s super fun to think about what to make next on the HP Latex R-Series and where it will take us,” says Moratidis, “other printers wouldn’t allow us to even consider these options so it’s so great to have this level of versatility from just one machine.”*

**To learn more, visit**  
[www.hp.com/go/latexseries](http://www.hp.com/go/latexseries)

**Industry:**  
Printing

**Company name:**  
GENR8printing

**Location:**  
New South Wales, Australia

**HP equipment:**  
HP Latex R1000

**Website:**  
<https://GENR8printing.com.au/>



**Product URL:** [www.hp.com/go/latexseries](http://www.hp.com/go/latexseries)

1 Applicable to R Series HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle-based stringent criteria related to human health and environmental considerations (see ul.com/EL). HP is the only printing company with UL ECOLOGO® Certified inks in the “Printing Inks and Graphics Film” product category, see spot.ul.com/main-app/products/catalog/. 2 There is a broad set of media with very different odour profiles. Some of the media can affect the odour performance of the final print. 3 Most HP large format paper-based printing materials can be recycled through commonly available recycling programs, or according to region-specific practices. Some HP media are eligible for return through the free, convenient HP Large Format Media take-back program. Programs may not exist in your area. See <http://www.HPLFMedia.com/hp/ecosolutions> for details. HP large format printing materials, both unprinted and printed with Original HP Latex Inks, are non-hazardous and safe for disposal. Contact your local waste management authority for local area-specific instructions.