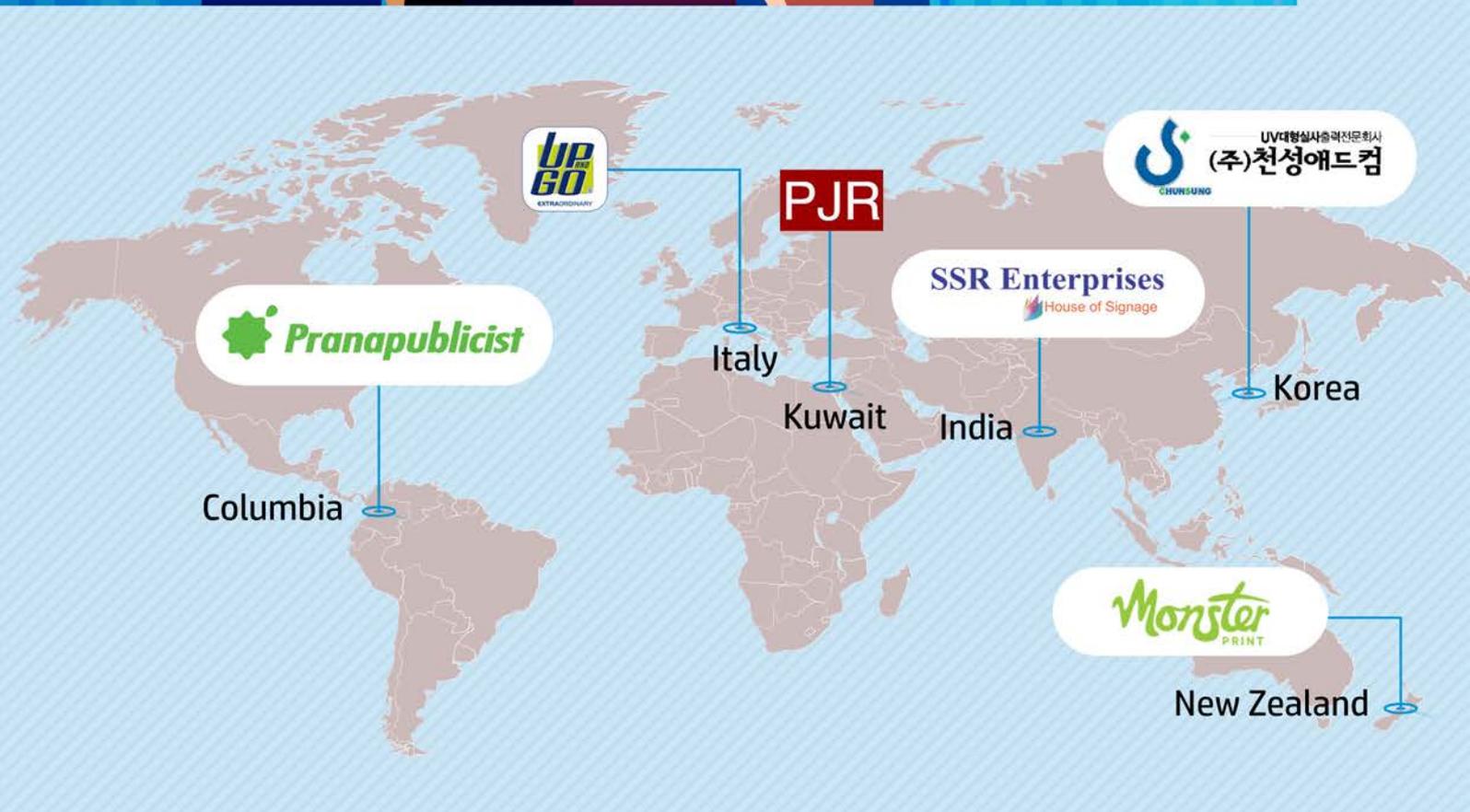




# Transforming rigid printing with the HP R-Series

Success stories from around the world



# WHAT YOU CAN EXPECT IN THIS EBOOK

- ✔ Identify the 3 main print business stages
- ✔ Six successful PSP businesses in the flatbed printing industry from around the world
- ✔ Tips on overcoming various printing limitations and challenges



HP R-Series has radically transformed the printing capabilities of businesses worldwide, regardless of the business stage they are at. Read on to find out how it can propel your business to greater heights.

# Which stage is your business at?



## STAGE 1. NEW ENTRANT

“

I have just entered the printing industry and am unsure about how to gain customers effectively.

”



**Goal:** To build up my customer base and meet the existing needs of the market.



## STAGE 2. GROWTH

“

I want to offer solutions that my competitors do not have.

”



**Goal:** I am ready to take on more complex jobs and attract high value customers to expand my business.



## STAGE 3. MATURITY

“

I have an established print business for more than 20 years, but I wish to transit from analog printing to digital printing.

”



**Goal:** Now, I want to strive for higher profits by offering a complete spectrum of services.

## Case Study 1: New entrant stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.

**INDUSTRY: SIGNS & DISPLAYS**  
Country: Columbia

Background: Prana Publicist started out as an advertising agency, but market competition pushed them to become a POP agency. Since then, they have started using solvent printing and faced immense pressure to produce higher quality prints as customers were demanding new and innovative solutions.

**Flatbed Applications:**  
Floor standing display unit, acrylic signage

**Applications:**  
Display case, banner, canvas, wall paper



### CHALLENGES

- The traditional UV printers produced poor quality prints.
- Customers required better quality prints on rigid materials.
- They needed creative and innovative solutions so that customers will engage their services in the long run.



### SUCCESS FACTORS

- ★ Water-based Latex inks have enabled them to produce better quality prints on a wide range of substrates, even for materials that are difficult to print on.
- ★ Anti-scratch coating gives rise to durable prints.
- ★ They are also now able to print in white ink, allowing them to offer a more robust portfolio to clients.



Printer Model: HP Latex R2000  
Watch their full testimonial here:  
<https://bit.ly/34wMLzj>



### QUALITY PRINTS THAT SATISFY

With this technology, we are able to satisfy the needs of our customers who require better quality when printing on a rigid material.

**Angel Herrera Silva,**  
Operations Manager



## Case Study 2: Growth stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.



# Monster PRINT

### INDUSTRY: SIGNS & BANNERS

Country: New Zealand

Background: Monster is a one-stop shop for design, print, signage and display. From photography and design, to large format trade show prints and retail imaging, they print on everything, including corrugated board, vinyl, PVC and many more.

#### Flatbed applications:

Corrugated packaging, floor standing display unit, foamboard, acrylic signage

#### Applications:

Large format trade show print, signage and display



### CHALLENGES

- Struggling to produce high-quality prints at a low cost
- Maintaining a quick turnaround
- Maintaining a smaller carbon footprint



### SUCCESS FACTORS

- ★ R-series allows them to print directly onto substrates, saving 25% in labor costs and customers up to 10% in fees.
- ★ Only 30 minutes is required to print with white ink, instead of the usual 2 hours.
- ★ R-series boasts environmentally friendly inks at an affordable cost.



Printer Model: HP Latex R2000



### SELL CONFIDENTLY

Now we can print a job at two times the speed than before. I can confidently sell an idea on any substrate and charge more for the same amount of labor.

**Christophe Kiou,**  
Managing Director



## Case Study 3: Growth stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.



### INDUSTRY: LARGE FORMAT PRINTING

Country: Italy

Background: Up and Go is an exhibition stands building company, with a philosophy of zero-impact. All of their production processes are powered by renewable energies.

#### Flatbed Applications:

Acrylic, floor standing display unit, foamboard, retail packaging

#### Applications:

Exhibition stand, vehicle wrap, decal, banner, trade show print



### CHALLENGES

- Meeting the increasing need for eco-friendly and zero-emission products



### SUCCESS FACTORS

- ★ R-series' water-based inks with zero emissions<sup>1</sup> have allowed them to work in environments where health is a priority, such as schools and hospitals.

ROADMAP TO  
**ZERO**



### PRO-TIP!

- » HP Latex Inks meet high environmental health standards. They are UL GREENGUARD GOLD Certified<sup>2</sup>, and prints produced on HP PVC-free Wall Paper meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products.<sup>3</sup>
- » HP Latex Inks carry a broad set of credentials addressing the full spectrum of environmental concerns. From ink chemistry and indoor air quality (for both print production and display) to lifecycle considerations, it has been recognised as an environmentally preferred brand overall.



Printer Model: HP Latex R2000 Plus  
Watch their full testimonial here:  
<https://youtu.be/gLQwE5d9r2c>



### STAY ENVIRONMENTALLY CONSCIOUS

Our company's philosophy is based on zero-impact. All production processes are powered by renewable energies. For this reason, we have chosen HP Latex R2000.

Daive Barlassina



## Case Study 4: Growth stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.

**INDUSTRY: LARGE FORMAT; SIGN & DISPLAY**  
Country: Seoul, Republic of Korea

Background: ChunSung Adcom is based in Korea. They have gradually expanded their business to include a variety of applications, such as glass signages, aluminium composite panels and mesh metal accessories.

**Flatbed Applications:**  
Aluminium composite panel, foamboard, acrylic, glass, signage

**Other Applications:**  
Vehicle wrap, building wrap, standee, billboard

### CHALLENGES

➤ Their existing UV printing equipment was unable to prevent ink from dripping onto the printing materials, resulting in quality issues, delays and customer complaints.

### SUCCESS FACTORS

- ★ HP Latex R2000 Printer's prints dry quickly and are highly resistant to external temperatures.
- ★ Heat resistant prints from R-series printer meant that it was possible to maintain print quality, even as the aluminium panel was being cut and installed on elevator walls with a special puzzle form on a hot summer day.
- ★ R-series printers helped to cut print times by more than 40% and reduced costs by approximately 30%.



Printer Model: HP Latex R2000



### REDUCING PRINT-PROCESSING TIMES

We could see how the HP Latex R2000 Printer allows for the simultaneous printing and coating of materials. This would mean post-printing processes being achieved perfectly with no reduction in processing speed.



Seo Chang Ho,  
CEO

## Case Study 5: Maturity stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.



### SSR Enterprises House of Signage

#### INDUSTRY: SIGNAGE & RETAIL

Country: India

Background: SSR Enterprises is a signage and retail POP/POS business from India. Their clientele consists of customers from diverse sectors, including Axis Bank, Nerolac and Sleepwell.

#### Flatbed applications:

Floor standing display unit, foamboard, acrylic signage, corrugated packaging

#### Applications:

Vehicle graphics, textile, interior decoration



#### CHALLENGES

- Struggled to secure new clients in light of rapidly evolving market trends



#### SUCCESS FACTORS

- ★ R-series has helped them improve their printing process and streamline more than 30% of their business, resulting in a shorter turnaround time.
- ★ They have expanded their offerings to include PVC and acrylic as HP Latex R2000 can print on transparent and coloured media with high-opacity white that resists yellowing over time.



Printer Model: HP Latex R2000



#### PRINT DIRECTLY ON ALL MEDIA

Using this printer, we are available to directly print on all media, whether rigid or roll, and deliver our finished product on time.

Sheik Rahamathulla,  
CEO



## Case Study 6: Maturity stage



Find out how these PSPs have successfully attained their business goals regardless of the stage they are at.



# PJR

### INDUSTRY: SIGNAGE & DISPLAYS

Country: Kuwait

Background: Roberto B. Zadikian established his company Paul and John Rodiz in 2005 and have been in business for more than 22 years. They strived to maintain the quality of their prints and to be more eco-friendly to meet changing customer demands.

#### Flatbed Application:

Foamboard, acrylic signage, floor standing display unit

#### Applications:

Billboard, building wrap, 3D booth



### CHALLENGES

- With their existing UV printers, they were unable to print on rigid substrates or produce high quality white inks.
- Struggled to maintain their lead in a competitive industry where there is an increasing demand for faster turnaround
- Everything is going eco-friendly and their current UV environment is key as it affects operators.



### SUCCESS FACTORS

- ★ R-Series allows quality and high-resolution printing to be done on a diverse range of substrates, including acrylics, glass and magnets that UV wasn't able to.
- ★ Water-based ink that dries instantly
- ★ Printing on a diverse range of substrates creates more opportunities for customers to approach them for all their needs.
- ★ Achieved healthier printing with HP Latex and provided a safer working environment



### PRO-TIP!

HP Latex inks do not require special ventilation<sup>4</sup>, hazard warning labels or HAPs<sup>5</sup> and are nickel free.<sup>6</sup>



Printer Model: HP Latex R2000  
Watch their full testimonial here:  
<https://bit.ly/34ApexC>



### INCREASE MARKET SHARE BY 20%

Latex technology produces a pure and solid white. The colour comes punchy. It's amazing. We have also added 20% of the market share into our business.

**Robert B. Zadikian,**  
Founder



# HP offers the widest range of large format printers

HP Latex printers are engineered to cater to a comprehensive variety of work demands and budgetary requirements.

Speak to our sales representative to learn about our wide range of HP Latex printers and get assistance on choosing the model that best fits your needs.



**Call us:**  
1800 004167



**Email us:**  
[hplargeformatprinter\\_AU@hp.com](mailto:hplargeformatprinter_AU@hp.com)

HP Latex R2000 Plus printer



HP Latex R2000 printer



For the latest products, visit us: [hp.com/go/latex](https://hp.com/go/latex)

#### Footnotes:

1. Zero Discharge of Hazardous Chemicals. Applicable to HP Latex Inks. The ZDHC Roadmap to Zero Level 1 demonstrates that an ink conforms to or meets the standards of the ZDHC Manufacturing Restricted Substances List (ZDHC MRSL) 1.1, a list of chemical substances banned from intentional use during production. ZDHC is an organization dedicated to eliminating hazardous chemicals and implementing sustainable chemicals in the leather, textile, and synthetics sectors. The Roadmap to Zero Program is a multi-stakeholder organization which includes brands, value chain affiliates, and associates, that work collaboratively to implement responsible chemical management practices. See [roadmaptozero.com](https://roadmaptozero.com).
2. GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](https://ul.com/gg) or [greenguard.org](https://greenguard.org).
3. HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see [umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zurgesundheitlichen-bewertung-von](https://umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zurgesundheitlichen-bewertung-von)).
4. Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.
5. HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.
6. Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see [ul.com/EL](https://ul.com/EL))



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