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Established over 30 years ago, Surrey-based Discount Displays has an established and varied customer base covering every size of business from start-ups to blue-chip companies. Its output is just as diverse, covering POS, retail stands, permanent signage and more.

As such it requires printing systems that offer flexibility along with speed and quality. The new HP Latex R2000 Plus delivers this, with high production speeds of between 45 and 100 square metres per hour, paired with quality print-output. The 2.5m wide printer can easily create graphics on a wide range of roll-fed, rigid and flexible substrates up to 50mm thick without having to compromise on quality.

This true hybrid printer for both flexible and rigid printing can be used for applications such as retail, outdoor signage, window graphics, events and exhibitions, decoration, car wrapping and more. Coupled with the HP Latex White Ink it delivers the glossiest white on transparent and coloured media and provides print service providers, such as Discount Displays, with ultimate versatility through a single ink set.

Installed by large-format print specialist Papergraphics, the new machine is running alongside an HP DesignJet Z6200 and two HP Latex 360 1.6m roll-to-roll printers. The HP R2000 replaces one 3.2m roll-to-roll printer and a flatbed UV system, demonstrating its flexibility on a wide range of commonly used substrates. And, as Giles Fletcher, Production Manager at Discount Displays explains, streamlining the printroom also has provided cost savings.

"I saw the HP R2000 back in February and was blown away by it," he says. "We were convinced to make the investment when we compared its actual running figures with those of our existing two printers: service contracts, maintenance, ink - when combined, the new R2000 is saving us money day to day."

Giles Fletcher also praises the HP Latex R2000 Plus's everyday usability. "The big benefit for us is its flexibility; we're printing both roll and rigid media," he says. "We can also load materials very quickly, and it's easy to load up and get going. Overall the printer is a game-changer in regard to quality, flexibility and vibrancy of colour - everything you want in a printer. There really is nothing to rival it."

The full printing solution, including Onyx Thrive software, was provided by Papergraphics, with whom Discount Displays has had a solid working relationship since 2001.

"We've bought all of our HP machines through Doug Gilbertson at Papergraphics, simply because he provides good honest advice," says Giles Fletcher.

"He makes recommendations based on what's right for us rather than just to make a sale, and always helps with any issues following installation, for instance with materials. You can't put a price on that kind of knowledge and experience."



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