



DBSL future-proofs business with HP Latex R2000 investment



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In addition to an HP Latex 560 system, this spring DBSL took delivery of an HP Latex R2000, a hybrid wide-format printer capable of printing onto an extensive variety of rigid and flexible substrates in vibrant, durable colours. Brendan Donaghy, who founded the company 22 years ago, admits that initially they weren't sure the printer capable of printing substrates up to 2.5m-wide would even fit in DBSL's Dublin premises.

"We're regular attendees at FESPA and went to the Berlin show to see the latest HP Latex printers," explains Karen Donaghy, Director & Accounts, Digital Business Services Ltd. "An HP Scitex FB500, along with an Esko digital finishing and router table, had been our first big purchase and we were looking to update our equipment, but at the time we thought the R2000 was way too big!"

However, the HP Latex R2000 was installed successfully by the professionals at Diatec - Ireland's leading HP authorised supplier. Industry experts for 35 years in large-format printing equipment and supply, Diatec offers a unique range of products and services. It's expert help with DBSL's new technology and its implementation has already made an impact since May 2019. Diatec is a Hewlett Packard Gold Partner for sales and service and offers an extensive range of HP printers - from 24" DesignJet models to 3.2m Latex roll-to-roll and flatbed printers.

"We decided to go for it, and it's paid off," says Brendan Donaghy, Managing Director at DBSL. "We're very impressed. We're now able to print much larger work at faster speeds and higher quality. The quality is second to none and the colours just jump out at you. Our customers' expectations just keep getting higher and the new HP Latex printer meets those demands."

Brendan says he 'loves absolutely everything about it'. "But for me mainly it's the speed at which it prints, at high quality, every time," he adds. "Usually for speed there is a compromise on quality but not with the R2000. The permanent white ink is a great feature too."

In fact, the white ink function has already made its mark: a larger local print firm has recently outsourced projects to DBSL because the smaller company now offers the white ink printing that it lacks.

The R2000 is also potentially opening other new doors, for instance in the healthcare, education and food labelling sectors, thanks to its certified safe Latex inks. These water-based formulations are also eco-friendlier than other chemistries such as eco-solvent - another draw for DBSL.

"As a business we want to be very green and HP's Latex inks are more environmentally friendly than solvent-based inks," says Karen Donaghy. "I think the industry will demand this more and more, so this is another way in which we are future-proofing ourselves. The new printer has capabilities that will let us reach new markets."

DBSL has a number of plans for 2020, including to upgrade its e-commerce website and to undertake marketing training, with the new HP Latex R2000 able to meet any demand.



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