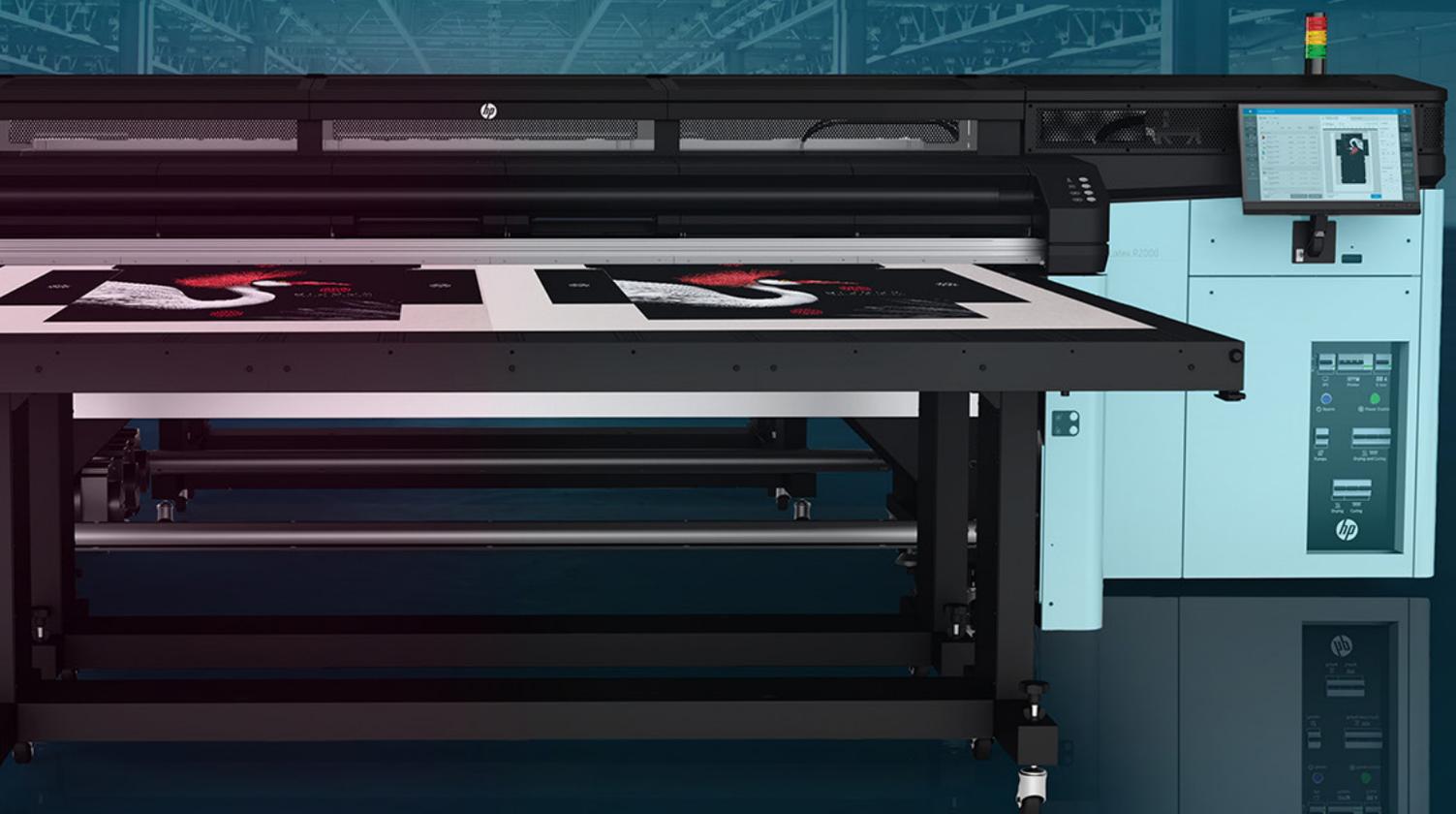

New Rigid Printing Segments to Grow Your Business Post-Pandemic

A New World of Creative Printing
Offerings on Rigid Media



Agenda

What You Can Expect in This eBook

Roadmap to recovery amidst challenging times

**PSP opportunities and areas of expansion
with direct printing on rigid media**

Real world success stories with rigid applications



These trying, radical times need an equally radical solution. The **HP Latex R Printer Series** has transformed businesses with its revolutionary printing capabilities. Read on to find out how you can turn limitations into limitless success.

Introduction

SME Landscape: Recovery and Profitability Outlook

We're winning the war against COVID-19 though it continues to wreak havoc across businesses worldwide and in the same way, Print Service Providers (PSPs) are not spared from the wrath of this crisis.

Periodic lockdowns across the globe cause retail businesses to close shop, while large-scale events are called off. With lesser retailers and event cancellations, PSPs face a huge hurdle to stay afloat, let alone, stay ahead.

What then can PSPs do to rise and thrive?



Events Affected Globally

Some of the world's biggest events – Tokyo Olympics, Anime Festival Asia, Computex Taipei – were affected. That's on top of smaller exhibitions, parties, weddings, even funerals. ¹



Over 20% Revenue Fall

Industry analyst firm Quocirca's research found that over "a third of the print industry is bracing itself for a potential drop in revenues of more than 20%." ²



Sources:

¹ The impact of Covid-19 on the print industry <https://thebossmagazine.com/covid-print-industry/>

² Printer channel braced for coronavirus-related revenue hit <https://www.computerweekly.com/microscope/news/252484037/Printer-channel-braced-for-coronavirus-related-revenue-hit>

Challenges & Opportunities

Enabling You to Rebuild Your Business

PSPs need all the help it can get to recover. We've outlined three critical actions to aid in sequential recovery towards a successful future "by laying the foundation to thrive in the aftermath of the crisis."³ With the HP Latex R Printer Series, you can overcome economic downturns as your business model becomes more flexible, engage in experimentation plus rapid scaling, as well as explore new growth pathways.

Reimagine

Review your current business status, recognise your business priorities, and think about **what needs to change** so you can adapt to the new world.

Redefine

Think like a customer. Explore present-day needs such as supermarket demand for POSM and FSDU, or vehicle graphics for logistic companies brought by the online boom. **Expand by redefining** solutions and offerings.

Rejuvenate

Create an outline of steps required to **restart your business**. Update your investment strategy, your physical and digital offerings while complying with COVID-19 restrictions.



Broadening Business Horizons with Rigid Applications

Your next step includes identifying gateways to new markets. For instance, higher spending in basic commodities increases demand for supermarket POSM and FSDU. The flourishing e-commerce has seen a surging need for stickers, labels and packaging that not only withstand the journey but stay visually appealing.⁴ Consequently, it has also compelled logistics companies to scale up their vehicle/fleet graphics requirements.

Rise above the fray by showcasing your creativity – optimise the **HP Latex R Printer Series** unique ability to print directly to different materials from wood, acrylic, to metal so you can say yes to virtually all types of jobs.

Truly, it's a perfect time to reimagine workflows and see if (and where) there is waste in your processes.⁵ PSPs can now redefine, internalise, and execute new directions to rejuvenate their business.

Sources:

³ COVID-19: Finding new growth in a time of crisis <https://www.accenture.com/sg-en/insights/strategy/coronavirus-finding-new-growth>

⁴ Stronger Demand for Graphics Large Format Printer amidst Covid-19 Pandemic <https://www.idc.com/getdoc.jsp?containerId=prAP47529521>

⁵ How Printers Are Navigating The Coronavirus Pandemic <https://www.piworld.com/article/printers-navigating-coronavirus-pandemic/>

Sign & Display

Print and Mount to Direct Printing Transformations

Steady demand for sign and display on rigid media

The increase in grocery shopping and in-store purchases of ready-made food sees a rising need for POS/POP materials as attractive displays remain key to capturing customer attention and driving greater revenue.

On top of furniture and décor shops, supermarket demand for FSDU increases as “groceries remain essential retailers in an uncertain situation that continues to evolve day by day.”⁶

Current signages in supermarkets, malls, parks, restaurants have been there just as long as the pandemic. Consequently, most if not all would have lost saturation-looking dull and faded. The HP Latex R Printer Series printer delivers amazing colour⁷ and the glossiest whites⁸ that also resist yellowing⁹ over time.

Unstoppable growth with rigid applications

Of course, the pandemic is far from over. Sign and display are integral as a continuous reminder for people to stay safe. With this, a majority (60%) are seeing an increased demand for COVID-related signage.¹⁰

“The printed signage market is expected to register a CAGR of 0.52%, during the forecast period (2021–2026).”¹¹

Likewise, the upsurge in delivery needs and therefore additional vehicle inventory of logistic companies leads to subsequent demand for vehicle wraps and graphics.



Sources:

⁶ Reimagining food retail in Asia after COVID-19 <https://www.mckinsey.com/industries/retail/our-insights/reimagining-food-retail-in-asia-after-covid-19#>

⁷ Most vibrant colours based on internal HP testing, January 2018 compared to leading competitive printers under \$350,000 USD. Tested in High Quality print mode on rigid (white acrylic 12-pass, 6-color, 120%). Internal HP testing with HP GamutViewer, Alpha Shapes=50000.

⁸ Glossiest white on transparent and coloured media. Glossiest white based on internal HP testing in January 2018 compared to the HP Scitex FB750/FB550 Printer using UV-curable ink technology. White ink measured for the level of gloss at 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure. High opacity and resists yellowing based on internal HP.

⁹ WeatherOmeter testing October 2017 with 1 dot-per-pixel HP Latex Overcoat, on a range of rigid and flexible unlaminated substrates. Yellowing based on L* and B* of white underflood samples. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.

¹⁰ How the Printing Industry Is Surviving the Pandemic <https://keypointintelligence.com/news/editors-desk/2020/june/how-the-printing-industry-is-surviving-the-pandemic/?atemplate=editordeskitem>

¹¹ Printed signage market – growth, trends, covid-19 impact, and forecasts (2021 – 2026) <https://www.mordorintelligence.com/industry-reports/printed-signage-market>

Case Study

The Thumnaksilp Advertising (TNS) Story

Indoor and Outdoor Printing | Thailand

TNS has been in the business for 40 years, providing top quality signage in Thailand. This industry innovator and regional leader is the first adopter of **HP Latex R Printer Series** in Southeast Asia. Currently, it has 6 HP Latex R2000 Series and 6 HP Latex low volume printers.

Applications:

Rigid applications such as Lightboxes and POPs as well as outdoor print application on flexible media like vehicle wraps and indoor print applications including banners and window graphics.



! Past Challenges:

- Needed to deliver on time with high print quality
- Colour accuracy on rigid and flexible media
- Biggest customer is looking for a rigid printer that produces environment-friendly and odourless prints

💡 Today's Success:

- The R2000 helped reduce workflow, which in turn, saves time and cost
- Bigger colour gamut that is closer to Pantone colours provide a more accurate and wider colour range to customers
- Used paper-based material combined with water-based ink technology to address concerns about toxic prints

We are now collaborating with hotels and architects – customers with urgent opportunities and clear volume demands.

*With the **HP Latex R Printer Series**, we can now expand to new, high-value customers with high toxicity concerns and who understand how our printing solutions benefit them.*

Satit Chaiyapattanaporn, Managing Director

The Microenvases SRL Story

Sign & Display | Argentina

Founded over 30 years ago, Microenvases SRL is one of the largest players in the printing market in Argentina. It recently introduced two HP Latex R2000 Printers for its print quality and to provide its customers with a more environmentally friendly service.

Applications:

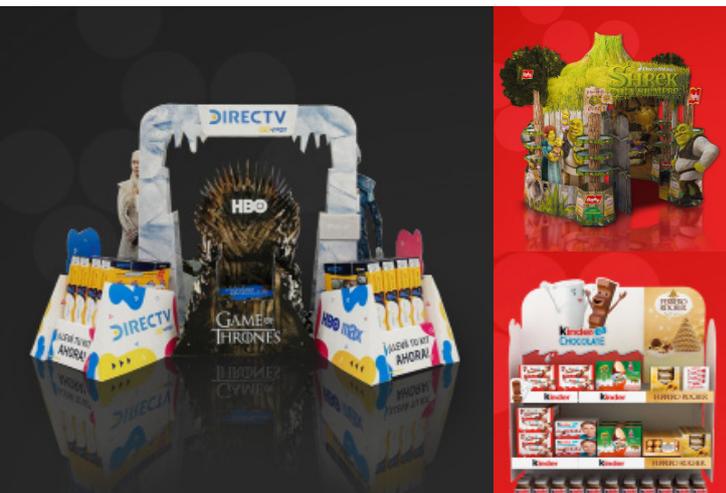
Corrugated cardboard, POS/POP displays and packaging, display stand solutions

! Past Challenges:

- Limited printing options
- Unable to print on different materials and substrates
- Lacked differentiation such as sustainable printing

💡 Today's Success:

- Increased versatility with digital printing
- New opportunities with capability to print on rigid media
- Unique promise of environment-friendly printing technology



“ Digital technology gave us the possibility of embracing new markets, and the **HP Latex R Printer Series** gave us sustainable technology and a superior printing quality. ”

Eduardo Lauriti, Business Manager

A New Era for Packaging



Building new revenue streams

Everyone is doing e-commerce – from home businesses to retailers and start-ups that had to take their businesses online due to the pandemic. “All the signs are that the e-commerce market will continue to thrive even after the COVID-19 pandemic is behind us.”¹²

To stay competitive in this cutthroat scenario, retailers need fresh forms of packaging as customers seek unique and high value products. More so with direct-to-consumer delivery since the traditional in-store ‘moment of truth’ where the look of the package induces the customer to pick it up and buy it is no longer at play.¹³ Personalisation, even customisation has also become the norm.

Advancing future-proof solutions

Because the **HP Latex R Printer Series** on-demand technology achieves short runs on volume requirement, it’s the perfect match for most new home businesses that require everything from branding labels to packaging without a minimum order requirement.

Great packaging is vital to these businesses’ continuity. On-demand technology is needed to help you extend your offerings for packaging with no minimum order required. Achieving amazing colour on both rigid and flexible substrates that allows superb bending and folding without cracking is also critical. You can do all these with the **HP Latex R Printer Series** that’s always ready to transform any surface into a packaging masterpiece.

Sources:

¹² Packaging Trend Focus: E-commerce Channel Growth is Great Packaging Opportunity <https://www.packworld.com/issues/e-commerce/blog/21366906/the-pack-hub-ecommerce-channel-growth-is-great-packaging-opportunity>

¹³ How Packaging Repackages Itself for E-commerce <https://www.packagingimpressions.com/article/packaging-repackages-e-commerce/>

The Monster Print Story

Indoor and Outdoor Printing | New Zealand

Monster Print is positioned as the one-stop printing shop that cares. Offering 100% eco-friendly printing solutions, this creative large format PSP was established in 2013 in Auckland, New Zealand.

Applications:

Design print signage services, display stand solutions, POS displays and short run packaging, custom gift boxes

! Past Challenges:

- Limited applications
- Unable to print on special substrates e.g., mirrors and polypropylene
- Demand for eco-friendly printing

💡 Today's Success:

- Expanded to new applications like packaging with higher volume jobs and complex prints
- Increased productivity with consistent print quality
- Customers end up choosing Monster for its eco-friendly **HP Latex R Printer Series** printers



“ Now, we can print a job twice as fast. There’s no learning curve. Unlike UV printers, our **HP Latex R Printer Series** let us print on a range of substrates quickly and with incredible colour pay-off, including white ink. ”

Christophe Kiou, Managing Director

Expanding Offerings

Exploring Potential New Markets

Prospects in Home Business and Décor

The new normal demands for operating models to be open to change as “...half of respondents still say they plan to offer new products or services.”¹⁴ This means venturing into a future- and pandemic-proof investment. One that can adapt to the demands of multiple industries and continuously provide possibilities for expansion.

The rise in home businesses, home décor and the continuation of the pandemic, opens new prospects as much as it revitalises existing markets and businesses such as logistic companies. Indeed, this cottage industry, “referring to small businesses that run from home – seemed to be thriving.”¹⁵

The **HP Latex R Printer Series** goes beyond beautiful wallpaper for homes, packaging and branding for new businesses, or COVID-19 related signages by giving you creative ways to produce new products.

With its ability to transform any surface, print on rigid and flexible substrates, the **HP Latex R Printer Series** is the perfect partner to help you take on unique challenges, expand your offerings with speed, quality, and reliability.



Sources:

¹⁴ Printer channel braced for coronavirus-related revenue hit <https://www.computerweekly.com/microscope/news/252484037/Printer-channel-braced-for-coronavirus-related-revenue-hit>

¹⁵ Home-based F&B businesses flourish amid pandemic <https://www.channelnewsasia.com/news/singapore/home-based-bakers-businesses-covid-19-pandemic-14044010>

Enjoy Hybrid Printing on Any Material or Substrate With the HP Latex R Printer Series.

Take advantage of the comprehensive printing capabilities of the HP Latex printers to expand your business offerings to aid in recovery:



Direct printing on different media including flatbed applications – say yes to virtually all types of jobs



Amazing colour quality, the glossiest whites, and sustainable water-based inks



On-demand technology to extend your offerings – no minimum order required



Expand your offerings with the flexibility and versatility to print directly on a wide range of applications. From paper and plastic foamboard, PVC foam, corrugated board, acrylic, polycarbonate, compressed cardboard, honeycomb board, aluminium composite panel, and wood.



Call us

1800 004 167



Email us

HPLargeFormatPrinter_AU@hp.com

Learn more about the HP Latex R Printer Series, visit us:

www.hp.com/go/LatexRseries

