



# FIVE STAR PRINT ON DEMAND

Moving from traditional pre-press to digital print services has been a rewarding journey for Adelaide-based Five Star Print. The company has seen digital printing technology mature since 2000 when it first moved into digital print. Today, it is using the technology to capitalise on the increased demand for short run printing, and provides personalised print offerings which opens a future of unlimited possibilities for the company.

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Carolyn Cagney, Managing Director,  
Five Star Print



## KEEPING PACE WITH TECHNOLOGY CHANGES

Five Star Print in Adelaide recently installed its first HP Indigo press 5500 in order to target the on-demand print market.

Managing Director Carolyn Cagney's first company was a dedicated pre-press house. But as advances in technology began to replace traditional pre-press services, she turned her attention to print. Now, fifteen years later, her company is a full service print shop offering the latest in both offset and digital print services.

## TIME IS RIGHT FOR DIGITAL CHANGE

In 2000, Carolyn formed digital print company Printx. In 2003 she bought out Adelaide offset printer Five Star Press, and merged the two companies into the newly named Five Star Print.

“When we first moved into digital print in 2000, the technology available wasn't capable of competing with offset in terms of quality,” says Carolyn. “Since then there have been huge leaps in what you can achieve with digital print and the technology behind the new HP Indigo is nothing short of brilliant.”

“This advance in technology has also paralleled the increase in market demand for short run printing. So for us the timing was right to upgrade our digital print capabilities with the HP Indigo press 5500.”

## INVESTIGATING THE OPTIONS

Carolyn wanted to capitalise on the increased demand for short run printing, yet maintain the high quality that Five Star Print is known for. She says

that “coming from an offset background, I was aware of the demand from customers for high quality products regardless of how the job is printed. At the offset end of the scale we have terrific presses, but we were unable to tap into that high end short run market with our existing digital presses which by the standards achievable today in digital print were little more than photocopier quality.”

“That's where the HP Indigo press 5500 is the ideal press as its offset look and feel guarantees the quality.”

## HP Indigo press 5500 OPENS BUSINESS OPPORTUNITIES

The HP Indigo press 5500 has opened a new world of opportunities for the business. Carolyn says, “With the trend towards personalised communications and variable data, the HP Indigo has enabled us to tap into markets where we didn't have a presence.”

“It has also enabled us to really target that short run end of the market. We are now producing a greater volume of on demand work for businesses like real estate agents, where quality is as paramount as fast turnaround. The HP Indigo is a tremendous asset and compliments our large run offset work. We now have all ends of the print spectrum covered.”

“In my opinion the future for digital print is really unlimited. There are so many opportunities for short run products. Printing

on demand is more attractive to businesses on a number of levels—they can tailor their communications, don't have to worry about storage, and have greater flexibility in rolling out campaigns. Plus there are environmental benefits because you are greatly reducing waste and can now also recycle the HP Indigo ink canisters.”

With the level of interest in digital print and the new products being released by HP with their inkjet web press and larger format HP Indigo 7000 Digital Press, it is clear the digital market is poised for considerable growth.

“The HP Indigo press 5500 has really convinced me of the quality and benefits of digital print. We've only been operating it for a few months and it has already exceeded expectations. I can see a big future in digital print for Five Star Print.”

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AUSTRALIA



## OBJECTIVE

- Target business opportunities in print on demand market
- Reducing delivery time to market
- Expand company's print capabilities to cover wider spectrum

## APPROACH

- Invest in HP Indigo press 5500

## BUSINESS BENEFITS

- Faster turnaround times reduces delivery times to market
- Ability to tap into tap into new markets
- Environmental-friendly through waste reduction and recyclable consumables

## APPLICATIONS

- Signage
- Packaging
- Publications
- Corporate communications

## Products installed



HP Indigo press 5500  
Number of Units: 1