



PERSONALISED COMMUNICATION

Data capture is more sophisticated and more targeted today than it has ever been. One Melbourne printer talks about how HP Indigo digital presses are helping to grow its variable data print offering.

On Demand, based in Melbourne's Southbank, is Australia's largest digital printer. The company has been in operation since 1988. In its early days, On Demand was primarily a copy shop. Today the company produces a range of digital prints including photobooks and personalised marketing materials, employs 80 people and has an excess of \$15 million in turnover a year.



HP Indigo press 3050
Number of Units: 2



HP Indigo press 5000
Number of Units: 2



HP Indigo 7000 Digital Press
Number of Units: 1

“ We are in the communications business. You have to evolve as a printer. You can't sit still if you want to grow into the future. The HP Indigo press 5000 is a great fit to our business. ”

Bruce Peddlesden, Managing Director, On Demand

TAKING IT TO THE NEXT LEVEL

In October 2005, On Demand moved into digital printing with the installation of two HP Indigo press 3050. These enabled On Demand to make the transition from a “copy shop, to a digital print house,” as Managing Director Bruce Peddlesden explains.

“The HP Indigo press 3050 are great entry level presses. They served us well in the initial stages as we grew our digital print business beyond the traditional colour copy shop.”

“In the past two years, demand for digital print has rapidly increased. Customers expect offset quality combined with competitive pricing and fast delivery. We saw an opportunity to upscale our digital printing capabilities and take advantage of the market surge.”

Last year On Demand replaced its original HP Indigo press 3050 with two new HP Indigo press 5000. Peddlesden was impressed with the new presses. “Simply excellent! They provide us with the functionality to meet the increased market demands for multiple stocks and quick turnaround. With the new presses, production is continuous and one operator can run both machines at the same time,” he says.

On Demand's Group IT Manager, Andrew Carra, adds that the versatility and speed of the presses have enabled the company to take advantage of the growing trend towards personalised communication.

“We do simple jobs to very complex personalised communication pieces that involve personal financial data and multiple data entries. With these jobs, accuracy is paramount. Each communication piece

is unique and has to be accounted for. It is impossible to do this type of work on a traditional offset press. That's where the HP Indigo press 5000 are ideal. They produce an offset look and feel, as well as provide us with tremendous flexibility to print runs of several thousand unique pages.”

DIVERSIFY FOR GROWTH

On Demand also manages cross media campaigns that involve print as well as PURLs, SMS and email components. According to Carra these campaigns can achieve response rates of up to 35%, which is music to any marketer's ear. “We have a very strong IT team, and as a result, are able to offer extremely high quality variable data services that extend across a variety of communication modes, making us much more than just printers.”

Carra added that the shift towards personalised communication can be seen across markets such as finance as well as luxury goods like high-end cars and retail, where not only data but text and images are also personalised. “We can even incorporate personalised maps. So, for example, if a business has moved, we can print a personalised communication piece that tells each of its customers where the company is now located in relation to the customer's own address.”

“We are in the communications business. You have to evolve as a printer. You can't sit still if you want to grow into the future. The HP Indigo press 5000 is a great fit to our business,” concludes Peddlesden.

AUSTRALIA



OBJECTIVE

- To achieve print accuracy in all personalised communications
- To embrace digital printing and expand a copy shop to a digital print house

APPROACH

- HP Indigo press 5000 series digital presses which produce prints with an offset look and feel, and provide tremendous flexibility to print runs of several thousand unique pages

BUSINESS BENEFITS

- To be able to meet increased market demands for multiple stocks and quick turnarounds
- To venture into new markets and enjoy excess of \$15million in turnover a year
- To be able to run smooth productions with reduced labour

APPLICATIONS

- Personalised photobooks
- Personalised marketing materials
- Complex personalised financial data/multiple data entries

Products installed