

DRIVING PRINT PRODUCTION TO SUCCESS



Making the transition from professional photo lab to high-end printer may seem daunting, but one Australian company has taken the leap and is now clearly reaping the rewards. Today, Picpress is an award-winning digital printer that is on the fast track to becoming a leading name in the online market space with its wide range of short-run, digitally printed products and services that range from photo books to calendars.

SETTING THE STAGE FOR BUSINESS GROWTH

Picpress, a runner up in the 2009 HP Digital Print Awards, is a newcomer to the printing industry. The fledgling print company saw its nomination as confirmation of the quality of its work.

Michael Warshall, one of the directors was enormously pleased with the company's result. Having operated a professional laboratory for photographers for the past 35 years, Warshall's venture into printing is obviously paying off.

DOING IT RIGHT WITH HP

"Our performance in the HP Awards says to me that we are doing it right. After being in the industry for such a short time and competing with established printers from around the Asia Pacific region it is a great compliment and boost in confidence to our operators. And it has definitely given us an advantage in the marketplace."

Picpress initially published high end coffee table books and ancillary products for the professional photography market. Today the company produces a range of products

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Michael Warshall, Director, Picpress

for consumers, including high quality photobooks which are printed on its HP Indigo press 5500.

As a photographer, Warshall is extremely conscious of image quality and colour management. His criteria in choosing the right press for his printing venture was clear.

"I was looking for a press that could produce photo quality images, or the closest to it. We looked at all of the digital presses on the market, ran numerous tests, and chose the HP Indigo press 5500 which in my opinion produces the best quality images."

PROFESSIONAL JUDGEMENT

"Our client base, which is predominantly made up of professional photographers, expects the highest reproduction of their images. When I saw the results from the HP Indigo press 5500, I knew we were ready to enter the digital printing market."

He believes the liquid ink technology of the HP Indigo provides a smoother print and delivers a distinctly higher quality result than other options on the market. "And the seven colour application means you can print even the most detailed images with complete confidence".

Picpress has expanded its repertoire to include business cards, books, direct mail and a range of specialty products including calendars. "The photobooks we produce are usually one-offs. We use a variety of finishes and substrates. Often, photographers will specify textured art paper for wedding portrait photos and other heavyweight stocks. The books are hard case bound, perfect bound or saddle stitched depending on specifications. All our processes are conducted in-house."

As is the trend with photobooks, all orders are placed online. "We provide free software for our customers so they can design their own photobook from a range of templates," says Warshall.

FUTURE HAS HUGE GROWTH POTENTIAL

Warshall is proactive in expanding the market opportunities. "We're targeting the corporate market and growing the business for short run variable data printing also. We've been producing training manuals with an average run of 1000. The advantage with digital printing is you can personalise documents and vary the data and still remain competitive."

In conclusion he says "we've not only invested in the HP Indigo press, but also in bindery and finishing equipment, enabling us to produce the highest quality products. I believe there is huge growth potential for a high end quality producer like Picpress".

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AUSTRALIA



OBJECTIVE

- Transit from professional photo lab to high-end printer business
- Expand business opportunities

APPROACH

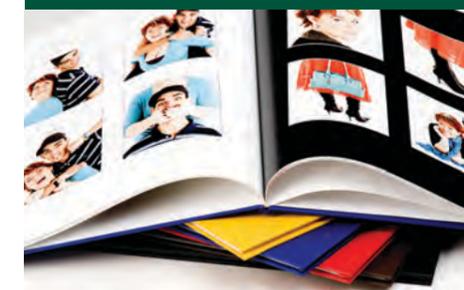
- Invest in HP Indigo press 5500

BUSINESS BENEFITS

- Established high-end digital printing business
- Cost-effective solution for short-run printing
- Expanded range of products and services

APPLICATIONS

- Photo books
- Training manuals and books
- Business, Gift & Post cards
- CD & Wall Calendars
- Letterheads, Flyers, Posters, Brochures, Booklets & Stickers



Products installed



HP Indigo press 5500
Number of Units: 1