



QUALITY MANDATE MAKES HP INDIGO THE ONLY CHOICE

When Melbourne's PMI Corporation decided to move into digital commercial print, the company chose to partner with HP Indigo.



HP Indigo press 5000
Number of Units: 2

Products installed

AUSTRALIA



“When it comes to the digital print market quality is the primary differentiator. We looked at all the other digital presses on the market and were convinced that the HP Indigo press 5000 was superior in terms of quality. It was the obvious choice.”

Chris Zapis, Managing Director, PMI Corporation



PMI Corporation has been in business for over ten years, in the short run document print market. From 2006 to 2007, they installed 2 units of HP Indigo press 5000 and are now making waves in the commercial digital print market.

Chris says the company's shift to high-end commercial digital print was in direct response to a perceived market trend towards quality short run product.

“We could see the digital print revolution was upon us. We decided the timing was right to move seriously into the commercial print sector and the HP Indigo press 5000 was the ideal vehicle.”

The transition from operating smaller colour and black and white laser machines to taking on a high-end digital press was a major commitment says Chris, both financially and from an operational perspective.

“We were committed to this course and even though the initial investment in hardware was substantial we have been able to recoup the capital cost in a very short time by attracting quality customers.”

PMI's customers encompass ad agencies and corporations as well as SME's. Employing thirty at its inner city facility in Fitzroy, PMI produces a wide range of short run commercial work as well as books and marketing collaterals.

The offset look and feel of the HP Indigo press 5000 has enabled PMI to meet the high quality demands of the corporate sector head-on. Chris reports an increase in the volume of annual reports, flyers, brochures and other corporate work that previously would have fallen into the realm of offset printing.

“Companies continue to reduce run lengths. We are seeing an increase in the number of jobs that in the past would have been produced on offset presses, but now due to the

size of the runs that format isn't competitive. The production efficiencies of the HP Indigo are remarkable. The fact that we can produce short runs at offset quality and at a fraction of the cost enables us to profitably service the on-demand short run market.”

When asked what the key benefits of the HP Indigo digital presses are, Chris is adamant in his response. “Quality, quality, quality.”

Chris is also impressed with the flexibility of the HP Indigo presses.

“We produce a range of jobs on a variety of substrates. The ability of the HP Indigo to print on specialty stocks like metallic and vinyl gives us added flexibility in our offer and expands creative choices.”

says Chris.

In the short time that PMI has been in the digital commercial print market, the company has recorded phenomenal growth. “In the past year we've realised 80% growth. We anticipate continuing at this pace into the future, and our strategy for continued investment in HP will facilitate this.”

Chris is quick to point out that success in the digital commercial print market isn't as simple as putting in a machine and turning it on. “Our success is due to our unique approach in the way we couple our digital hardware with digital software and new media. When we entered this market, we did so with a clear vision of what we wanted to achieve.”

“We have plans for the future to further expand our digital offer, and are very confident that our decision to move into this market and strategic partnership with HP Indigo was the right one.”

OBJECTIVE

- To target the high-end short run commercial digital print market
- To ensure quality and quick turnaround

APPROACH

- HP Indigo press 5000 was the obvious choice for quality. Business has grown 80 per cent in 12 months

BUSINESS BENEFITS

- High quality
- Fast turnaround
- Flexibility of substrates

APPLICATIONS

- Marketing Materials
- Annual reports
- Flyers
- Brochures
- Books

