

Digital Print enjoys rapid growth with short run label printing that helps drive customer product sales



At a glance

Industry: Labels & Packaging

Business name: Digital Print

Headquarters: Mexico City, Mexico

Website: digitalprint.com.mx



Business name: Bodegas Garza y Pimentel

Headquarters: Aguascalientes, Mexico



Business name: WW Mexicana, S. A. de C.V.

Headquarters: Mexico City, Mexico

Website: mezcaleldiablito.com

Challenge

- Set up a printing business to satisfy the growing number of small and medium businesses that demand short run package and label printing.
- Offer cost-effective, high-quality product presentation with high image quality, colour consistency and in short runs.
- Create unique and attractive labels and packaging using textured and special substrates, embossing, hot foiling and die cutting.
- Offer affordable changes and/or variable data printing with a fast turnaround.

Solution

- HP Indigo WS6600 Digital Press with white ink to extend the colour support to transparent or coloured substrates.
- HP SmartStream Labels and Packaging Print Server Powered by ESKO to drive and control the HP Indigo digital press.
- ABG Digicon Series 2 modular converting solution for in-line hot foiling, embossing and die cutting.
- HP Financial Services for competitive conditions tailored to printing business needs.

Results

- Digital Print achieved 60 per cent year on year growth in the first three years of business.
- Customers avoid extra costs and idle inventory that result from minimum order constraints demanded by businesses using analogue presses.
- Up to 30 per cent faster turnaround thanks to simplified digital workflow with high level of job automation, even with changes and/or variable data printing.
- Offer greater range of high-quality affordable products and applications with support for special substrates and in-line label converting solution.

“We are up to 30 per cent faster than analogue press printers in delivering jobs. Our HP Indigo digital press is highly automated and changes can be made in near real-time, whereas analogue presses are more labour intensive to set up, so changes can take precious time and be costly.”

— Martín Rodríguez, general manager, Digital Print



In its first three years of business, Digital Print, a label printer in Mexico, enjoyed a year on year growth rate of 60 per cent. Digital Print's general manager and founding partner, Martín Rodríguez, who has more than 20 years experience in the label and packaging printing industry, explains the company's success.

“We made a strategic choice to print labels digitally on an HP Indigo digital press to be able to offer cost-effective, high-quality labelling to the growing number of businesses with medium to low production volumes. Today, we have about 250 regular customers and 40 per cent of our business comes through customer referrals. We offer a unique set of advantages over production on analogue presses, including the ability to offer variable data printing (VDP). I challenge customers to order the label that other suppliers didn't want to produce,” he states.

“We solve the challenges that businesses face on a daily basis when they need labels – shorter production runs, high print quality, fast response times, reliable colour quality and consistency, fast turnaround, and reduction or elimination of inventory. We can only offer all this with digital technology,” says Rodríguez.

Greater shelf-appeal and earlier to market

“Many sales are driven by product presentation. We wanted and needed high-quality labels that convey the quality of our product,” says Luís Carmona, director of Mezcal el Diablito, a high-end liquor sold in specialised wine shops, delicatessens and exclusive department stores in Mexico and exported to the USA. “We produce about 500 cases of Mezcal el Diablito a month, which we distribute in bottles ordered from Italy. Our label didn't print attractively on a flexographic press, but the image quality and colour consistency of the HP Indigo digital press delivers are exceptional,” explains Carmona.

“Digital Print takes five to 10 days to complete our orders. We save five days compared to our previous supplier and can now ship our products for a promotion or special event in good time. The digital process is simpler than on analogue presses so changes to labels do not affect schedules, and there is no extra charge or delay. In order to certify our Mezcal el Diablito, we are required to include batch numbers on the labels. With our previous supplier, new artwork and a cliché for every new batch was an additional cost,” Carmona says.

Rafael Garza, the owner of Bodegas Garza y Pimentel agrees. The wine cellar in Aguascalientes produces between 400 and 800 cases of high quality table wines each year. “We have been using Digital Print since they started business three years ago. They print our designs on adhesive, transparent labels with no background colour. We wanted labels that wouldn't suffer discoloration or scratch so easily, or detach from the bottle when chilled. It was very difficult to achieve before using HP Indigo digital presses. Now our labels are attractive and distinguished,” he says. Bodegas Garza y Pimentel is enjoying 10 per cent yearly growth in sales.

“I am really happy with the performance of the HP Indigo WS6600 Digital Press and the colour consistency offered by the technology. Our customers have complete faith in the colours we produce – and reproduce – for every repeat order. The HP IndiChrome Ink Mixing system is highly versatile, and we can mix a great number of colours quite simply,” states Rodríguez.

Short run label production multiplies sales opportunities

To boost sales, Bodega Wineart de Aguascalientes offered an edition of seven collectable wine bottles, each label with a different work of art, to encourage customers to buy the whole collection. Digital Print exploited the VDP capabilities of the HP Indigo WS6600 Digital Press to offer the high-quality printed labels cost-effectively.

Bodegas Garza y Pimentel's 'Augurio' is a special wine blend the wine cellar created for special events such as weddings. Produced in limited quantities, labels can be cost-effectively printed in lower quantities, saving money on costs and eliminating superfluous packaging inventory.

For a special promotion for Mezcal el Diablito, Digital Print produced a sandwich print on transparent film for a series of exclusive shot glasses. The print reproduces the company logo inside the glass along with a smartphone QR code that includes a link to the web page. Carmona believes this sort of print would have been totally uneconomical in the past. “Our previous supplier used an analogue press and minimum orders were 3,000 linear metres. The quality and range of substrates and the finishing capabilities Digital Print offer allow us to create labels and packaging that capture attention,” says Carmona. Digital Print uses an ABG Digicon Series 2 modular converting solution for in-line hot foiling embossing and die cutting.

Rodríguez explains that the simplified digital workflow on the HP Indigo WS6600 Digital Press allows Digital Print to be more responsive to customer demands than analogue printing presses. “We can offer short runs at a much lower cost than analogue presses. We can print 900 to 1,000 linear metre runs (295 to 3,281 ft.) compared to more than three times that amount to achieve cost-effective production with flexographic printing.” Digital Print manages its HP Indigo digital press production using the HP SmartStream Labels and Packaging Print Server Powered by ESKO.

Penetrating new markets with the HP Indigo digital press

“We have successfully penetrated this enormous labels market thanks to the consistency and reliability of HP technology. HP Indigo digital presses are by far the most robust and reliable packaging and label digital printing solution on the market. The colour stability is great, the printer is extremely efficient and the cost of consumables has fallen. We are soon going to increase our production capacity with another HP Indigo digital press,” Rodríguez concludes.

With a projected growth rate of 40 per cent over the next three years, Digital Print plans to purchase a second HP Indigo digital press to add to their HP Indigo WS6600 Digital Press.



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