

KGN Xerox leads the market in technical prints with the HP Designjet T7100 Printer



At a glance

Industry: Repro Houses and Copy Shops

Business name: KGN Xerox

Headquarters: Khairtabad, Hyderabad, India

Website: kgnxerox.com

Challenge

- KGN Xerox had an unreliable LED plotter that couldn't cope with the volume of A0-sized technical drawings the company needed to produce for local architects, builders and the government.

Solution

- A long-time customer of HP, KGN Xerox decided to invest in two HP Designjet T7100 Printers to support the growing demand for high-quality technical prints.

Results

- KGN Xerox can now produce 50 per cent more A0 prints per day, allowing it to complete jobs faster without compromising on quality.
- Low-maintenance HP inkjet printing helps deliver prints quickly while helping cut down on overall expenses.
- KGN can load media on three different rolls, making it more flexible and versatile.
- Embedded job accounting functionality enables KGN to manage its printing costs more effectively and makes it easy to track usage.



“We are excited about the engagement with HP as it has continuously brought profitability to our business. We now intend to synchronise the HP Designjet T7100 Printer with a scanner to make it an unbeatable device.”

– Asif Akther, technical operations director, KGN Xerox

Established in 1983, KGN Xerox has grown to become one of India's leading digital document companies, offering the latest and best in new technologies. The company has three branches in Southern India that employ more than 80 people offering printing, copying, scanning, designing and finishing services. Its typical customers include architects, builders and construction companies for whom highly accurate charts and technical drawings are critical– and need to be produced quickly.

A long and profitable relationship

Since 2000, HP print solutions have been helping KGN deliver optimal quality prints at high speed and today the company has a number of HP Designjet Printers that keep the business running smoothly. It most recently purchased two HP Designjet T7100 Printers to replace outdated plotters.

“We had an LED colour printer that could produce A0 prints in 31 seconds but this was not sufficient to meet our productivity requirements and the local dealer was not providing good service. In addition, the rise in demand for high-speed diverse printing across multiple industries led us to install the HP Designjet T7100 Printers, which have proved valuable additions to our firm,” explains Asif Akther, technical operations director, KGN Xerox. “We’ve been associated with HP for many years and had previously installed the HP Designjet 4000 and 4500 printers, which both continue to provide great performance. Given our long history with HP, it made sense to see what it could offer in this space. Using the latest technology is what sets us apart from the competition and HP helps us stay at the cutting edge.”

Flexible modular solution

The HP Designjet T7100 Printer combines low-cost, mono printing with quality colour and delivers a breakthrough total cost of ownership. KGN can now enjoy low maintenance and high speeds with a printer that is easy to upgrade because of its modular design.

With the HP Designjet T7100, printing is more cost-efficient as it allows KGN to save paper with automatic print settings and image nesting. Architectural requirements are well met because the HP Designjet T7100 has the ability to produce exceptional colour prints ranging from CAD line drawings to full-coverage renderings.

Speed, performance and quality

“We’re known for our holistic service, on-time delivery and unparalleled quality. In order to retain these unique selling points, we constantly strive to keep ourselves abreast of the latest technology. The addition of the HP Designjet T7100s speaks of our unmatched capability for researching, developing and planning, which helps keep us ahead of the competition,” says Asif Akther. “The unparalleled speed and performance available at this cost are the major benefits. We can now answer rising demand and, as a result, our production has grown from 100 A0 sheets to 150 A0 sheets a day.”



KGN is also taking advantage of the embedded job accounting functionality, which enables it to manage its printing costs more effectively and makes it easy to track usage. The HP Designjet T7100s can also hold up to three different sized rolls of media, giving KGN the flexibility to produce a variety of prints quickly and seamlessly.

“Speed is of the essence for our customers. Recent jobs include bridge drawings of Karnataka, the GMR airport and L&T Metro Rail – if we didn’t have the speed and quality guaranteed by the HP Designjet Printers, we wouldn’t be able to deliver on these prestigious government contracts,” comments Asif Akther. “Thanks to our HP printers, we are producing more than 3,000 A0 prints every month, helping us lead the market and grow the business.”

Introducing web-to-print services by KGN

HP is also playing a pivotal role in KGN's venture into the web-to-print market – eprintkart.com. This online portal allows customers to upload design files or select an existing professional template to create documents that can be printed in-store and delivered by courier.

“HP Designjet T7100 Printers help us keep a check on costs without affecting productivity. These cost-efficient printers come with low-maintenance HP inkjet printing that helps deliver prints quickly while also helping cut down on our overall expenses,” concludes Mohd Akther, managing director, KGN Xerox. “We feel that there is a huge untapped opportunity in Southern India, and with HP’s advanced technology we plan to seek the maximum benefit out of it.”

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