

With HP Latex Printing Technologies OPG delivers stunning graphics to order for Cafe Eataliano



At a glance

Industry: Sign & Display

Business names: OPG

Headquarters: Lanarkshire, Scotland

Websites: opgraphics.co.uk



Challenge

- Increase orders and improve revenues during unfavourable economic conditions.
- Create, print and install a range of visually impactful interior décor for restaurant customer, Cafe Eataliano, on a strict deadline.

Solution

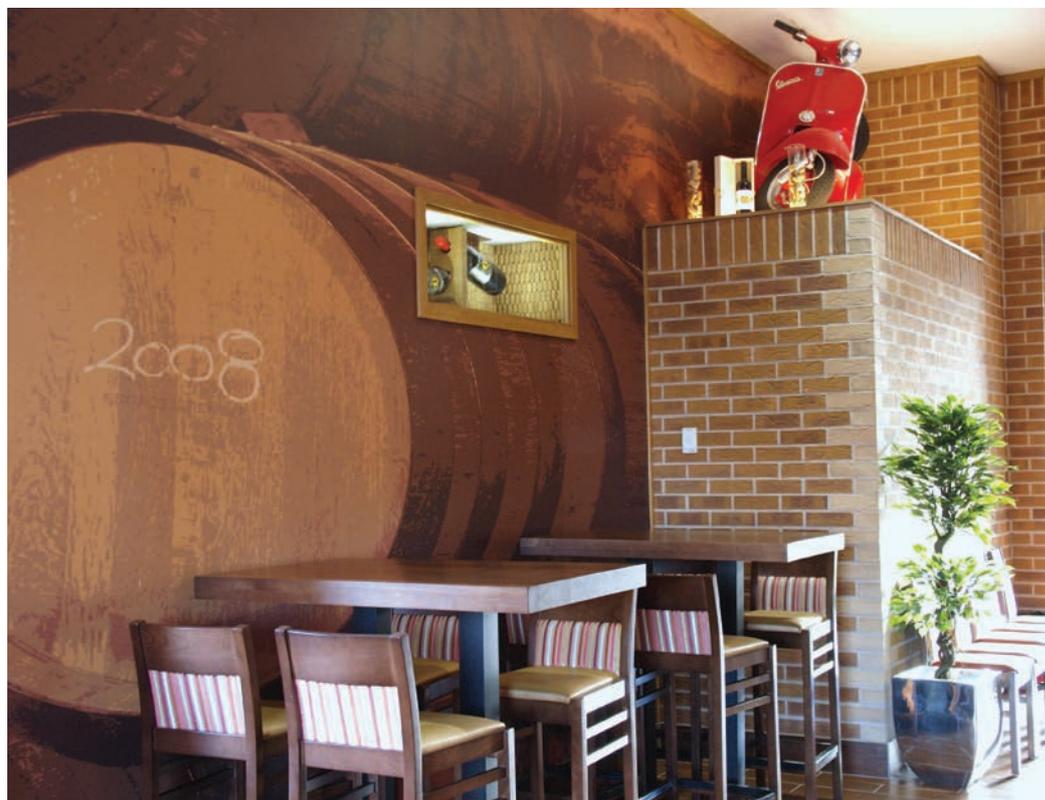
- HP Latex Printing Technologies spearheaded by 2012 installation of the HP Designjet L26500 Printer.
- HP PVC-free Wall Paper to produce vibrant wallcoverings.

Results

- Stunning interior décor graphics package which, thanks to the use of water-based HP Latex Inks, was installed to tight deadlines before the restaurant opening with no odours from printed materials.²⁾
- Expanded service offering by using OPG's heritage in fleet graphics to become a recognised supplier of high-quality indoor and outdoor print applications
- Supplementary benefits for OPG, aided by all-HP Latex installation: ISO 140001 environmental management system certification, staff were trained in the HP EcoSolutions Training Programme.

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– Alan Watson, general manager, OPG



Efficient service and fast delivery of high-quality, mouth-watering products with instant jaw-dropping appeal – the similarities between graphics produced with HP Latex Printing Technologies and the pizza business. Rather fitting then, that the Cafe Eataliano pizzeria, based in Hamilton, Scotland, should call upon the services of all-latex print service provider, OPG, to furnish its new premises with feast-sized quantities of eye-catching décor.

Indeed, having built a business producing fleet liveries and vehicle graphics, Alan Watson, general manager, OPG explains such interior projects are increasingly prime fodder for the Lanarkshire-based company.

“The unfavourable economic climate that we began to endure in 2008 saw our fleet and vehicle orders fall, but we used that extra time to look closely at our offerings and think about what we might do to bolster revenues and improve the company,” says Watson.

Within three years, OPG had replaced two solvent ink printers with two HP Latex Printers, running water-based HP Latex Inks that contain no hazardous air pollutants¹⁾ and enable odour-free output. While the production of such odourless prints²⁾ improved the working environment and throughput in the print room, the level of vehicle graphics orders was still lower than it had been.

Wide-format printing firepower expands service offering

Equipped with its new wide-format printing firepower and the objective of turning business around, OPG decided to maximise the potential of its HP Latex Printing Technologies by broadening its skills set with an expanded service offering. The company approached its vehicle graphic customers to offer indoor graphics for their offices – a smart move that not only saw revenues improve, but also enabled the 18-year old company to establish a reputation as a provider of high quality indoor and outdoor print applications.

Having replaced the last of its solvent ink-based printers with a 61in HP Designjet L26500 Printer last year, OPG’s all-latex portfolio is tailor-made for projects such as the Cafe Eataliano pizzeria. As a new restaurant, owner Manio Loia was looking to create an instant hit with customers, and realised that a vibrant and visually-impactful eating environment was as equally important as the quality of the menu itself.

Loia subsequently contacted OPG to discuss his idea for designing the theme of the restaurant on his family’s vineyard estate in Tuscany, Italy, using images to show the history of the 30-year old wine-making business.

Having listened carefully to Loia’s ideas, OPG’s team set about creating the artwork for a full interior décor design package comprising not only vibrant, digitally-printed wallpaper, but also textile prints, roller blinds and illuminated glass panel graphics.

As the restaurant opening quickly approached and turnaround time became a priority, OPG commissioned its six-colour HP Designjet L26500 Printer to spearhead the print job.

Vibrant graphics that are seen and not smelt

Delivering speeds of up to 246ft²/hr (22.89m²/hr), the HP Designjet L26500 Printer not only offers fast throughput times, but can print to a range of materials that are ready to finish immediately. Along with its speed, another key benefit underscored on this latest indoor project is, according to Watson, the printer’s ability to run odourless HP Latex Inks that contain no hazardous air pollutants. As well as restaurants, this makes the inks ideal for any location where solvent based inks hazardous emissions is a concern – such as schools and hospitals.

“The results are stunning and look totally different to any other restaurant; not my words but those of our customers!”

– Manio Loia, owner of Cafe Eataliano



“We finished installing the entire graphics package for Cafe Eataliano on a Friday and by the Sunday, the restaurant was full of customers,” he explains. “This wouldn’t have been achievable with our solvent printers, because the smell would have still been unbearable, as would the ensuing conversation with my customer. In so far as interior graphics are concerned, it’s a case of being seen and not smelt.”

The print project undertaken for Cafe Eataliano saw OPG print a total of over 40m² of wall coverings using HP PVC-free Wall Paper³. This was complemented by eight double-sided roller blinds printed with a block-out membrane, which adorn the restaurant’s windows.

In addition, four 900 x 2,440mm glass panel backlit graphics were printed directly onto 3M Frosted Crystal and 3M Self-Adhesive Clear Film and applied to glass partitioning and backlit Perspex panels. 3M Self Adhesive Front-lit Film was applied to an aluminium composite panel and affixed to the wall.

Five 800 x 550mm textile-printed graphics produced on DigiEco 100 per cent PE 210 gms knitted fabric completed the varied ensemble. This textile media was chosen because of its superior printability as well as its soft, crease-free, light-stretch characteristics. The trimmed prints were then stretched onto custom-made anodised aluminium frames.

A firm favourite among customers

For Loia, an interior décor project that only a few weeks ago remained a vision is now fully realised.

“The results are stunning and look totally different to any other restaurant; not my words but those of our customers!” he explains. “The graphics not only decorate the 110-seat dining area itself, but cover the whole interior, including the entrance and hallway.

“We’ve been fully-booked since opening our doors, and our customers always remark on the graphics, scoring them highly in the feedback forms we provide them,” he continues.

According to Watson, this project epitomises OPG’s new strengths regarding the company’s end-to-end service offering, while demonstrating that creative potential holds no bounds when using HP Latex Printing Technologies. In fact when it comes to fully embracing the opportunities of using a print process that reduces the impact on the environment, OPG is reaping the rewards.

Having disposed of its solvent printers, the company expanded its latex knowledge by completing the HP EcoSolutions Training Programme. This convenient downloadable training helps print service providers and their customers lay the foundations for a long-term commitment to sustainability, hone their competitive edge and create new opportunities for growth.



Sustainability-minded ethos delivers success

"I thought the HP EcoSolutions Training was so good that nine of our people have undertaken it," says Watson. "Not only can operators benefit from the course, but also the sales team and administrative staff. Having a full understanding of the technology and markets has enabled us to realise our potential and better serve our customers."

Additionally, reflecting the company's energy-conscious ethos and its stance to deliver print via sustainable means, OPG was recently awarded the highly-coveted ISO14001 environmental management system certification. This independently audited accreditation is used by organisations seeking to improve resource efficiency, reduce waste and drive down costs.

"It goes without saying that our utilisation of HP Latex Printing Technologies proved pivotal in our achievement of being awarded ISO14001, which is a nice badge of honour, and demonstrates our environmental commitment to customers. More importantly, it successfully opened up new revenue channels during one of our bleakest periods and since then has continued to transform our ability to exceed customer expectations. So, from a wider business perspective, on a daily basis, HP Latex Printing Technology proves itself right where it matters," Watson concludes.

- 1) Contains no detected Hazardous Air Pollutants according to EPA Method 311
- 2) Some substrates may have inherent odour.
- 3) HP PVC-free Wall Paper printed using HP Latex Inks is GREENGUARD Children & Schools CertifiedSM (see greenguard.org) and meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de/produkte-e/bauprodukte/agbb.htm).

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