

# Reproducing Michelangelo's "Creation of Adam" with HP Latex Ink Technology



## At a glance

**Industry:** Sign & Display

**Business name:** Osmand Signs

**Headquarters:** Auckland, New Zealand

**Website:** [www.osmandsigns.co.nz](http://www.osmandsigns.co.nz)



## Challenge

- Apply a large reproduction print of Michelangelo's "Creation of Adam" onto a brick wall in downtown Auckland, New Zealand.

## Solution

- Osmand Signs produced the reproduction print on the HP Designjet L25500 Printer with HP Latex Inks.
- The company relied on the HP Designjet L25500 Printer with HP Latex Inks for fast drying prints and outstanding image quality.

## Results

- HP Latex Printing Technologies has enabled Osmand Signs to expand their service to customers and attract new business.
- The HP Designjet L25500 Printer has improved speed to market by 50 per cent.
- Since the installation, turnover has increased by 10 to 15 per cent without having to increase shifts.
- The HP Latex Inks ensured there was no need to wait for de-gassing, so prints were ready to handle immediately.

“It’s healthier for our staff as well, as the HP Latex Inks do not have any hazard labels and do not require special ventilation<sup>(1)</sup>.”

– Keith Ellis, director, Osmand Signs

New Zealand’s Osmand Signs has been in business since 1954, specialising in vehicle wraps and building signage.

As a boutique company, Osmand has produced signs for a wide variety of client needs, using many types of substrates. However, the business recently completed one of the most unusual jobs it has encountered in its 60 years of operation. The client, Samsung, wanted a 6m x 13.5m (19.6 ft. x 44.2 ft.) reproduction of Michelangelo’s “Creation of Adam” erected on a brick wall in the heart of Auckland’s central business district (CBD).

“The twist with this job was to paint over the mural with the same colour as the bricks to conceal the image,” says Keith Ellis, one of two directors who run the business. “They wanted us to erect the mural and then paint over it so they could do a slow reveal to make it look like someone had actually painted the image directly onto the bricks. That’s how good the quality is with the HP Latex prints. It really did look like a painting, not a vinyl print, and our client was impressed with the final installation.”

### HP Latex Ink Technology produces work of art

The mural was printed on the HP Designjet L25500 Printer with HP Latex Inks using Arlon 6000XRP vinyl substrate and a matte laminate. Printed in 12 drops, the sign was applied to the brick wall and painted over with washable acrylic paint.

It took Michelangelo four years to paint the ceiling of the Sistine Chapel, one of the most recognised images of his masterpiece is “Creation of Adam”. Osmand Signs printed the 12 panels over an eight-hour shift and installed them the following day. “We could have printed and installed on the same day, but we didn’t know how long it would take to print the large vinyl panels. HP Latex Printing Technology is very fast, and because you don’t have to wait for prints to dry you can handle them straight away. We were very pleased with how easy the printing of the job turned out to be,” explains Ellis.

“It was quite an original concept,” adds Wade Blow, the other director of Osmand Signs. “Once our client had finished with the image the building owner suggested we leave it. He felt it enhanced the building which is in a prominent, high traffic area near the Sky Tower in Auckland’s CBD. The vibrancy of the image and size of the installation has been a good promotional vehicle for us and delivered new business.”

### Productivity increases 50 per cent with HP Latex Inks

Working with HP channel partner Jenrite, Osmand Signs chose the HP Designjet L25500 Printer, installed in November 2010. Blow says, “the printer has proven its worth by dramatically reducing the time it takes to complete jobs.” As a result the company reports a 50 per cent productivity increase with the jobs it runs on the HP Designjet L25500. “Turnover is estimated to have increased by 10 to 15 per cent,” confirms Ellis.



Blow says the odourless HP Latex Inks contribute directly to productivity. “There’s no waiting for de-gassing with the prints. As a consequence we can print, apply and finish off immediately. We have literally doubled our output speed and as a result have been able to take on more work without having to increase shifts.

“We have seen a definite increase in the number of vehicle wraps we are doing as a direct result of the speed and ease of use of the HP Designjet L25500 Printer. This machine is ideally suited to this type of work,” he states.

### Looking to a greener future

Originally started by ticket writer Brian Osmand in Auckland, ownership of the business has changed hands a number of times. Today Keith Ellis, who began with Osmand Signs in 1983 as an apprentice, and Wade Blow serve as directors of this boutique signage business.

Both directors believe the environmental profile of the HP Latex Inks, combined with the versatility of being able to produce both indoor and outdoor signage with the HP Latex Inks will assist them in gaining new work, particularly from corporations and government departments, which are increasingly conscious of their environmental footprint. “It’s healthier for our staff as well, as the HP Latex Inks do not have any hazard labels and do not require special ventilation<sup>(1)</sup>,” says Ellis.

Ellis and Blow concur on their assessment of the HP Designjet L25500 Printer. “It’s a great machine and we are very happy with our decision.”

1) Special ventilation is not required to meet US OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer—no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.

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