

Sunshine printer sees bright future with HP Indigo WS4000

With a pedigree of more than 46 years in the printing business, AA Printing in Sunshine, Melbourne, decided that an increased customer demand for short-run label work, was the right time to call in Mark Daws from the Currie Group to discuss how HP Indigo could help improve their business.

Managing Director, Ken Strachan, said the family-owned business started by his father, was predominantly a flat-sheet business printing a diverse range of stationery. "When I took over the business about six years ago, we decided to get further into labels as we already had an established market for labels supplying to the agricultural industry," said Ken.

"We were outsourcing a lot of on-roll labelling and initially, invested into Kopack letterpress technology. It was a cheaper investment to get into the market and the letterpress has been really good for us to date. We have a few niche products that suit the agri areas and each equipment investment has been made to suit that need. Each machine we've purchased, has given us the diversification to expand into different markets. Predominantly, our hub has been around agriculture and the letterpress technology has served us well."

Ken said there was an opportunity to bring other products into the markets they were currently serving and open new markets, but they realised the letterpress technology was not competitive for some of the volumes they were targeting.

"We studied both flexo and digital options and in the end, digital opened a whole new window of opportunities – it is the future. It is the most flexible print technology with lower end run lengths, versioning and constantly reducing timelines to market. HP Indigo was my only choice as the market leader in equipment and quality."

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AA Printing's Business Development Manager, Jon Lord, said with the speed of the 4000 Series, work virtually walks in and out the door. "The quality is unquestionable and it has opened up markets to anybody who needs a label on a product. Previously, the markets we could push into were limited. Also, as a country with relatively small population, there are plenty of brands/products that do not require flexo-speed/volume print runs. So being a niche player, HP Indigo is an exciting and perfect solution."

Ken said the Currie Group approach was very professional and that they undertook a 10-day training period which included both press and pre-press training.



▲ Above from left to right are Darren Walsh (Currie - Expert Technician), Jon Lord (AAP - Business Development Manager), Ken Strachan (AAP - Managing Director) and Mark Daws (Currie - Sales).

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were involved throughout the training process and a lot of time was invested with staff to make them aware of what it was all about. "That it was not going to take work off their conventional presses, but they would be trained in the new technology and it was an additional skill. Fantastick now has conventional presses – our Nilpeters – plus the HP Indigo digital. All are quality presses, so when it comes to different substrates, variable information and short-runs, or the long runs we have always done, we are well-placed."

Francis, Tania and the team at Fantastick would also like to extend thanks to Mark Daws and his team at Currie Group for the training, service and support before, during and after the installation of the 4600.