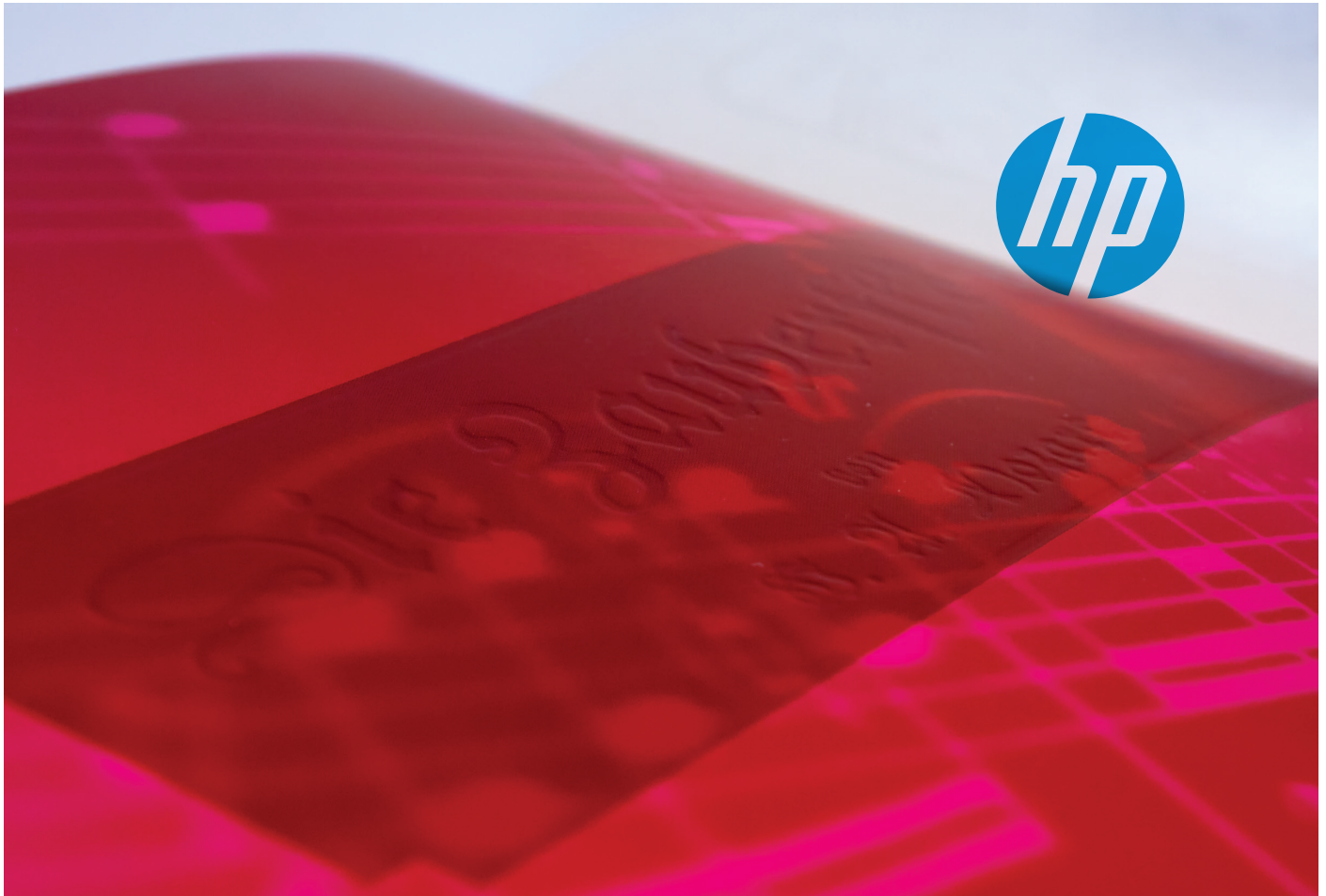


Special effects campaign by Margreiff using HP Indigo 7600 Digital Press sees unprecedented response



Textured effects on CMYK print produced at Margreiff

At a glance

Industry:

General Commercial Printing

Business name: Margreiff Printing and Media Ltd

Headquarters: Essen, Germany

Website: www.margreiff.de



Margreiff Druck und Medien
www.margreiff.de

Challenge

- Establish and maintain a clear competitive difference – with digital printing of special effects.
- Expand capacity for on-demand and individualised print jobs.
- Improve efficiency on digital printing jobs.

Solution

- The new HP Indigo 7600 Digital Press, chosen for its high productivity and special effects capabilities, such as raised print and textured effects.
- Two HP Indigo press 5000s, installed in 2006 and 2009 are working two shifts a day.
- HP SmartStream Designer software for variable data printing.

Results

- Multiple new business wins and reduced outsourcing, due to special effects capabilities.
- Ability to combine high-capacity personalised digital printing with online solution, which repeatedly won Margreiff new business and raised campaign response rates.
- Growth of digital printing from 10 per cent to 40 per cent of Margreiff's business over the past two to three years, which is expected to reach 75 per cent over next few years.



Textured effects on CMYK print produced at Margreiff

“When we show the samples book with all the special effects, most people can’t believe it’s printed, let alone that it’s digital. They’re particularly amazed by the raised print and texture effects.”

– Harald Margreiff, CEO,
Margreiff Printing and Media

“Seeing is believing” is often effectively employed to convince people to try new things working well in both business and personal matters. At Margreiff Printing and Media, Germany, the attraction of “seeing is believing” is prompting an unprecedented high response to its campaign to drive business for its advanced digital printing capabilities, based on its new HP Indigo 7600 Digital Press.

The family-owned company offers a versatile range of offset and digital printing services, focusing on applications including direct mail, brochures, catalogues and business cards. It also provides a variety of online marketing solutions, including online campaign development, personalised URLs and web-to-print.

The new HP Indigo 7600 Digital Press enables a wide range of high-value applications with special effects such as digital watermarks, raised print, textured effects and enhanced black and white images. With speeds of up to 160 pages per minute, it also boosts Margreiff’s digital production capacity, adding capacity to the two original HP Indigo press 5000 systems in constant use at Margreiff.

Special-effects printing opens doors to new business

To build demand for its new HP Indigo 7600 Digital Press based capabilities, Margreiff created a book of samples that uses a picture-based word game to showcase the special effects on varied paper stocks.

“Usually, if we try to make contact with a normal pitch, companies don’t want to hear from us,” says Harald Margreiff, CEO. “But as soon as we tell them about our new HP Indigo 7600 Digital Press and that we have printed samples, they say ‘Come in, we want to see it for ourselves’. From just the first 55 phone calls, we got 36 meetings, which is a phenomenally high success rate.”

Once Margreiff’s prospects have the sample book in hand, the “seeing is believing” effect comes into play with surprising speed.

Within just a few days of beginning to show the book to customers and prospects, Margreiff had already won an order for 20,000 brochure covers from an electricity company. “The customer was amazed by the possibility to print raised print and texture effects on regular cover stock, with each cover individualised,” says Margreiff. “Getting such a large order is really unusual.”

More in-house business cuts costs and brings a new competitive advantage

The new HP Indigo 7600 Digital Press, which was installed in beta mode at Margreiff in the first quarter of this year immediately boosted Margreiff’s business.

For example, Margreiff has brought a previously outsourced job in-house, using raised print effects to replace spot-varnishing on a regular job. “Normally, we would drive the prints to a partner to do the spot varnish, but now we can create a kind of personalised varnishing-like effect right here. Our customer gets it back sooner with individualised effects and we’re able to reduce costs by about 60 per cent.”

Margreiff has also gained new business by offering digital printing on black media, using CMYK over white ink to create eye-catching point-of-sale (POS) displays.

“Special effects printing is a combination growth driver and margin enhancer. Once you have convinced your customer to do something extraordinary, they are amazed and they order it again in the future.”

– Harald Margreff, CEO,
Margreff Printing and Media

Online-offline versatility creates win-win

The new press is a perfect addition to Margreff’s versatile offering. Margreff is able to win larger-scale jobs by combining data solutions, including online campaign development, personalised URLs and web-to-print, with the additional speed and capacity of the HP Indigo 7600 Digital Press.

For example, when one of Europe’s largest telecommunications companies sought a solution for printing approximately 200,000 customer brochures every month, Margreff won the business by proposing lower-cost brochures printed on the new HP Indigo 7600 Digital Press with an online brochure option. This option replaced 64 static pages with only 16 personalised pages and gave customers the choice of a printed or online format. This was a classic win-win situation: Margreff won business that would previously have been out of reach because of the size of the job; and the telecommunications company won new sales from its customers. “They achieved much better up-selling rates from this new format. They told us it was the most successful campaign of its type that they had ever run,” Margreff comments.

Migration from static to individualised campaigns has been driving Margreff’s digital printing growth for several years. The company has offered digital printing services since 2006 when it installed its first HP Indigo press 5000. Margreff later added another HP Indigo press 5000 and both presses continue to work alongside the new HP Indigo 7600 Digital Press. According to Margreff, digital accounted for 10 per cent of the company’s print business two to three years ago, and has now quadrupled to about 40 per cent. About 90 per cent of the digital work involves variable data printing (VDP). Benefiting from an integrated HP workflow, Margreff uses HP SmartStream Designer for setup of VDP files.

Moving forward, Margreff expects that in four years, Margreff Printing and Media will produce 75 per cent or so of its prints using HP digital printing technology. “I fully expect HP will be our partner for the future,” says Margreff. “They have always been reliable and fair. Working with HP is quite simply 10 out of 10.”



Raised print image produced by Margreff



Textured effects print produced by Margreiff



Use of CMYK and white ink on cold foil silver substrate produced at Margreiff

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