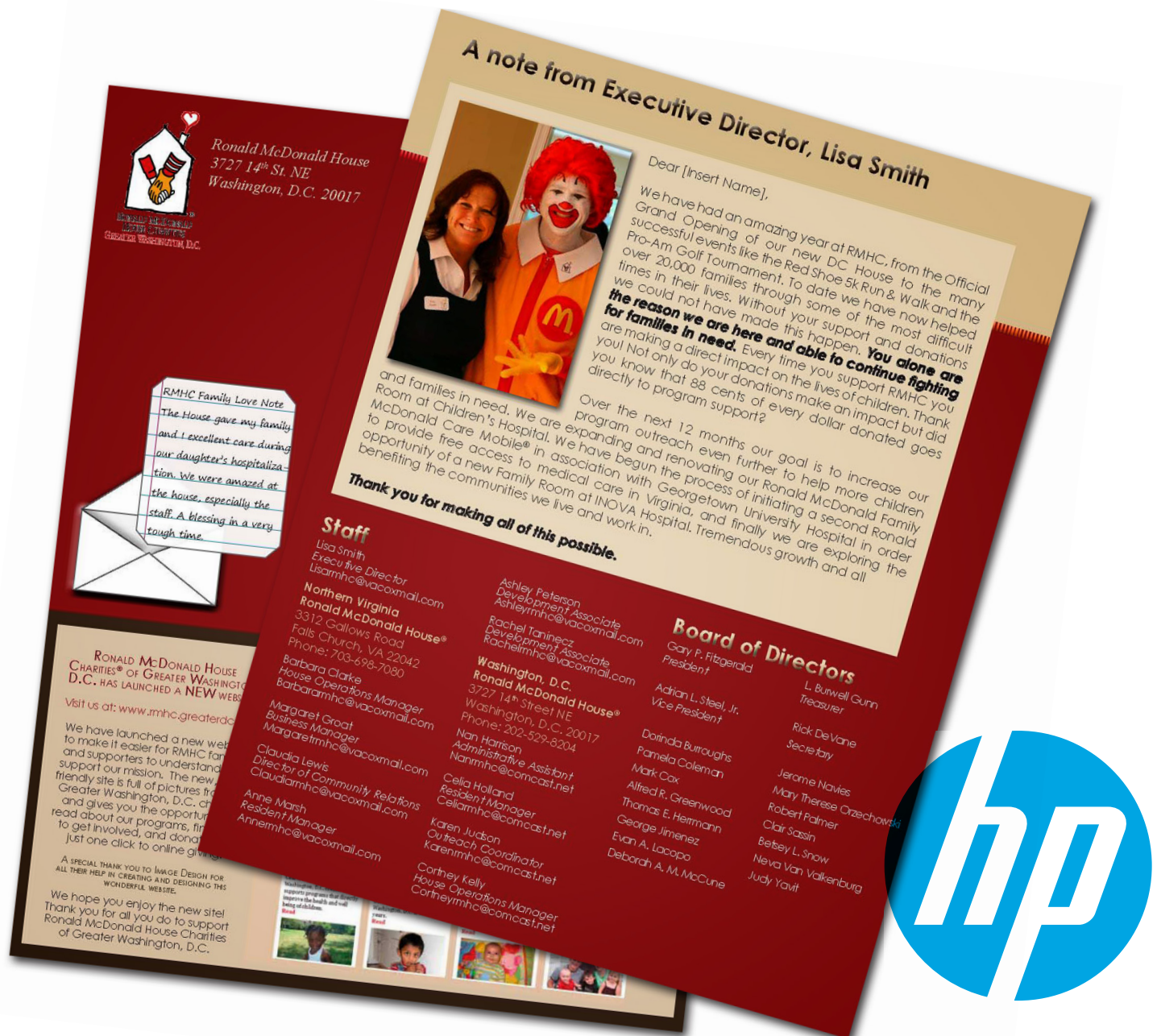


ColorNet uses HP Indigo technology to help a major charity boost donations



AT A GLANCE

Industry: General Commercial Printing
Business name: The ColorNet Group
Headquarters: Gaithersburg, Maryland, USA
Website: www.colornetgroup.com

CHALLENGE

- The ColorNet Group needed to adapt to changing market needs and deliver cost-effective short-run, personalised products.

SOLUTION

- The company purchased an HP Indigo 7500 Digital Press, which enables on-demand, off-set-quality printing with variable data capabilities.

RESULTS

- ColorNet helped one client lower costs and eliminate the need for warehousing products by printing on-demand.
- Ronald McDonald House Charities of Greater Washington, DC's annual report attracted more donors, thanks in part to ColorNet's addition of personalisation.

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—Max Wepasnick, Co-owner,
The ColorNet Group

The ColorNet Group—a commercial printer with three locations in the Washington, DC area—knew that to continue offering outstanding service to its customers, it needed to adopt the latest in printing technologies.

According to Max Wepasnick, co-owner of ColorNet with Bob Wepasnick, the company had been watching the development in HP Indigo digital technology for many years and was intrigued by its print quality and flexibility. ColorNet had been running mostly offset, but when the right opportunity came along in 2010, it was ready to invest in digital printing.

Going digital

ColorNet's decision to take on digital printing began with an educational services company that was not happy with the overall life cycle cost and logistics of having its textbooks printed overseas. Typically, when the educational services company needed to print new textbooks, it had to place a big order and then warehouse the materials. After years in storage, the books were often out of date.

To help its customer solve this problem, and thinking ahead toward future business opportunities, ColorNet bought an HP Indigo 7500 Digital Press. With the help of HP, ColorNet put together a plan to print education materials on demand and at a lower overall life cycle cost to its customer. The project was a success, providing timely materials for the educational services company and steady digital work for ColorNet.

ColorNet began shifting much of its short-run offset work to the HP Indigo 7500 Digital Press, and eventually removed several of its short-run offset presses. “We’ve noticed the trends,” Wepasnick explains. “Our offset work has been shrinking for the last few years. At the same time, our digital work has grown substantially.”

Colour quality is the difference

In large part, it's the print quality of the HP Indigo 7500 Digital Press that makes ColorNet's conversion possible. “Being an offset-based company, our clients are used to an offset look. HP Indigo digital presses are truly the closest thing you can get to offset,” Wepasnick says.

Wepasnick has noticed that, because of the small particle size and liquid ink technology of HP ElectroInk, the HP Indigo 7500 Digital Press has a wider colour gamut than his offset press. Some of his customers have even said that ColorNet's digitally produced prints are now more vibrant than before.

Personalised success

As ColorNet continues to grow its digital business, variable data printing—powered by the HP Indigo 7500 and HP SmartStream print server—is proving to be a valuable way to offer solutions that help its clients succeed.

One such client is Ronald McDonald House Charities (RMHC) of Greater Washington, DC, an organisation dedicated to creating, finding, and supporting programs that directly improve the health and well being of children.

Each year, RMHC creates an annual report that includes news about recent activity and a message from its executive director. The report is an important fundraising tool for the nonprofit organisation.



Using the HP Indigo 7500, ColorNet worked with RMHC to print a cover for the report that included a personalised greeting to the recipient, a QR code that drove readers to the donation page on RMHC's website, and mailing information on the back cover. ColorNet printed the body of the report—14,000 copies—on offset, but had no trouble matching the print quality of the cover to the offset pages.

The benefits of HP Indigo digital technology for RMHC were immediate and impressive. According to Rachel Taninecz, development associate at Ronald McDonald House Charities of Greater Washington, DC, the 2011 report generated 49% more donors than the 2010 report. “We’re very happy with ColorNet and are delighted by the new technology they’ve introduced us to. We look forward to the new features we’ll be able to include in our mailings.”

Growing with HP

ColorNet is a member of the Digital Solutions Cooperative (Dscoop), an independent global community of graphic arts business owners and professionals who use HP Indigo and HP Scitex equipment and related solutions. Dscoop helps ColorNet connect with other print service professionals to improve its efficiency, profitability, and business growth.

By working with HP and other progressive print service providers, ColorNet is finding new ways to show its clients the marketing value of HP Indigo digital technology. For example, ColorNet worked on a direct marketing campaign for a landscaping company with 140 branch offices throughout the country. Landscaping is a local business, so by enabling the company to change images and contact information based on geography, ColorNet helped the company better engage its clients.

“We’ve worked with a lot of vendors over the years and HP seems to have our best interest at heart. They’re always there when we have questions or crazy ideas—they help us think these things through and figure out the best way to present them to our clients,” Wepasnick says.

In 2011, ColorNet increased its revenue by \$1 million USD, and Wepasnick expects to add more HP technology as his business grows. “We just heard about the HP Indigo 10000 Digital Press. It would really fit us well. We’re excited to learn more about it.”

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