Medio Pliego captures new higher margin markets thanks to the HP Indigo 10000 Digital Press

At a glance

Industry: General Commercial Printing
Business name: Medio Pliego
Headquarters: Saltillo, Mexico
Website: mediopliego.com

Challenge

- Create new larger format products for eye-catching promotions and campaigns.
- Exploit automated processes of digital presses to create offset quality newspaper onserts and inserts with high levels of personalization.
- Eliminate complex, multi-step printing process for personalized direct mails using conventional offset printing.
- Create print-on-demand web-based storefront with fully automated workflow.

Solution

- Large B2 format applications with offset quality HP Indigo 10000 Digital Press.
- Variable Data Printing (VDP) capabilities extend one-to-one marketing reach.
- HP Indigo ElectroInks print on specialty substrates to create innovative products.
- Web-to-print platform offers customers personalized print-on-demand storefronts.
- HP SmartStream creation and submission tools automates workflow.

Results

- Larger format offset-quality products on the HP Indigo 10000 Digital Press achieves 100 percent fiscal year sales target five months ahead of schedule.
- 29-inch/B2 format offers attracts new customers with unique products such as oversized mailers, 6-page brochures, high-end boxes and packaging on specialty substrates.
- Higher productivity with more printed coupons and vouchers per sheet meets tightest one hour turnaround schedules for newspaper inserts and onserts, plus 25 percent more saving when using Enhanced Productivity Mode.
- Web-to-print platform offers cost effective print-on-demand of even a single printed product without minimum order threshold.
- VDP enables greater customer engagement and conversion for offline-online campaigns with URLs, QR codes, and barcodes printed on direct mails.

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> – Armando Castilla, general manager, Medio Pliego

Medio Pliego located in Saltillo, Mexico was founded to capture new market opportunities offered by print-on-demand digital offset printing using the B2-sized HP Indigo 10000 Digital Press. The company is an offshoot of the Vanguardia Group and has nearly 40 years of printing experience. Armando Castilla, general manager at Medio Pliego, explains the strategy and why the unique B2-sized HP Indigo 10000 Digital Press is driving its success: "We had forecast a 100 percent growth rate for the full fiscal year and we have already reached that target after just five months. We are growing and adding new customers all the time. We are printing between 400,000 and 500,000 B2 sheets per month. We created Medio Pliego specifically to capture the market opportunities offered by the HP Indigo 10000 Digital Press."

"We have adopted a solutions focused business model that offers product and brand marketing activities, including online and offline communications with print-on-demand, offset quality up to B2 size, including variable data printing (VDP) for one-to-one personalized content," adds Castilla. "We are really happy and customers understand the greater scope the HP Indigo 10000 Digital Press offers to create solutions. They love the flexibility to develop ideas with the larger B2 format." The HP Indigo 10000 Digital Press can print offset-quality oversized self-mailers, pocket folders, 6-page brochures, and a range of other applications thanks to the digital press' B2 format.

Web-based platform for unique customer products

"The web-based platform allows us to develop customer portals to push our services and products to clients or create storefronts for our customers to sell their products that we will then print for them. The processes from the online order to print are automated and require minimum supervision and intervention. We use HP SmartStream tools to manage the HP Indigo press production."

"Our high-end boxes are a new product for us and the high quality is so popular with customers that we are planning to launch a dedicated portal. We can also print five or six cartons in a single B2 sheet. That maximizes productivity and brings down the costs, also by reducing the clicks per carton. We are looking at adding a laser cutter that would allow us to create more intricate designs with a highly professional finish," Castilla explains.

Medio Pliego recently created a print-on-demand web-based storefront for a customer selling its wrapping paper designs. The store offers 20 designs by artists and no minimum order quantity. With the traditional offset press the minimum print quantity was 10,000.

Revenue generating VDP doubles margins

"Sponsors and advertisers purchasing space in a customer's newspaper value the personalization that we are able to offer with VDP, and are willing to pay the publisher extra for the service. The added value of our service can double our margins," states Castilla. Variable data is included in 40 to 50 percent of the output on the HP Indigo 10000 Digital Press.

Castilla describes a recent newspaper campaign for a magazine insert. "There were 7,000 issues. Each had the subscribers' name and address. The magazine included promotions and coupons from a fast food chain, with the subscribers name prefilled. Within the magazine there was a spread on the festival of arts, with a personalized invitation to attend, including a discount on entry.

Although we were aware of the timing of the campaign, we only got confirmation and the database with contact information at 4pm. That was some challenge but at 5am the following morning the job was printed, wrapped and on its way for distribution," Castilla exclaims, adding, "We couldn't have delivered this job in such a short time on our traditional offset presses. We're very happy with Enhanced Productivity Mode (EPM), we use it for certain products and in our scenario it gives us 20 percent faster production and helps us save up to 25 percent in clicks."

Castilla underlines the improvement with respect to its offset process using printed shells. "Printed shells are more complicated and the two step process is time-consuming. The design would have suffered with larger gaps and spaces. Using the HP Indigo 10000 we get offset quality that is more eye-catching and attractive to the receiver." Medio Pliego can print promotional material with unique URLs or QR codes that link to a web page created for them to bring customers closer to the conversion.

Castilla also underlines how VDP, combined with 7-color HP Indigo ElectroInks including white, support a broad range of materials. It is proving a major attraction to customers in the food and beverages industries that require high-impact packaging solutions to help their products stand out on crowded store shelves.

"Customers in the food processing and distribution sector are exploring the attractive packaging designs we can offer, with the ability of HP Indigo ElectroInks to print on electromagnetic substrates or films. The white ink gives greater freedom in design options. It gives us the freedom to think differently, from a concept through to the finished product. Using databases and the HP Indigo 10000 VDP combined with cost-effective short-runs, our customers can print a set of packages with a variety of different catchy texts even for a single product line."

Inspired by HP Indigo people, products and services

"HP helps us to be inspired. With HP we feel like we have a family relationship," comments Castilla on his experience with the HP Indigo team in getting up to speed and the support tools designed to minimize downtime. "We invested in HP Indigo Training to get up to speed as early as possible. HP Indigo Print Care keeps operators on top of any issues as soon as they arise and assists you in diagnosing and solving most issues. When good people share common goals, are forward-thinking and looking to improve, like HP and our team here at Medio Pliego, even setting up a successful business is a whole lot easier," Castilla concludes.

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