

# Digipix launches new Ecopix cut print photos for Brazilian market



## At a glance

**Industry:** Photo Specialty

**Business name:** Digipix

**Headquarters:** São Paulo, Brazil

**Website:** [www.digipix.com.br](http://www.digipix.com.br)

## Challenge

- Digipix wanted to migrate its cut print process from traditional silver halide to digital, in order to make it more scalable and reduce environmental impact.

## Solution

- The company invested in the HP Indigo WS6000p Digital Press to provide 4 x 6 in. colour cut prints quickly, without compromising on quality.

## Results

- Digipix has launched its Ecopix brand and is currently producing up to 100,000 cut prints per day on the HP Indigo Press.
- The digital process eliminates the use of heavy metals, reduces energy consumption and uses paper with FSC certification.
- Digipix expects the production time to decrease over time as a result of improved workflow and the digital process.



**“The HP Indigo WS6000p Digital Press enables us to produce high volumes of 4 x 6 in. cut print photos quickly and at a quality that is comparable to traditional silver halide.”**

— Marco Perlman, CEO, Digipix

Founded in 2004, Digipix is the leading provider of online photo printing in Brazil. It sells directly to consumers as well as to photographers and retail partners. Since its inception, HP Indigo Digital Presses have been critical to the company's success. However, until recently it was still producing cut prints using a conventional silver halide process.

### **Evolving beyond silver halide**

Digipix wanted to introduce a new digital print platform that could produce cut print photos quickly and cost-effectively without compromising on quality, while also minimising its impact on the environment. Having purchased Latin America's first HP Indigo press 5000 back in 2005 and several newer models since, Digipix was familiar with the technology and knew it could offer the ideal solution.

“Cut prints represent a relevant slice of our business but we felt it was time to move on from silver halide production. Not only does it cause pollution but it lacks the speed today's customers demand,” explains Marco Perlman, CEO, Digipix. “As a long-time HP customer, we asked which Indigo press would offer the best value and quality for producing cut prints.”

Digipix decided to invest in the HP Indigo WS6000p Digital Press to produce 4 x 6 in (10 x 15 cm) cut print photos. It still uses silver halide production for larger or black and white prints, but these represent a small percentage of its cut print volume. In order to promote the new print process, it created a new brand Ecopix, reflecting the more sustainable aspects of digital printing.

### **A green brand for photo prints with quality matching silver halide**

“We wanted to be honest with our customers so we were very open about the fact that we are using a new digital production process. In fact, as part of the soft launch, we actively invited our customers to fill in a short survey focusing on the quality of the HP-produced cut prints,” adds Perlman. “Results are very positive and favourable to the Ecopix solution.”

For Digipix, the HP Indigo WS6000p Digital Press has numerous benefits. The print quality is obviously crucial but it also offers better productivity, improved scalability and speed. On top of all that, the digital printing process reduces the impact on the environment compared to the previous solution.

“This is an environmentally conscious process that eliminates the use of heavy metals, reduces energy consumption and uses paper with FSC certification. That's important for the modern consumer and also makes our job as a printer more pleasant,” continues Perlman. “Combine that with the ability to print in greater volumes at lower costs and you can see why this was the ideal solution. Our business is very seasonal with big peaks around the end of the year and school holidays, so the HP Indigo Digital Press gives us the capacity to deal with these fluctuations in activity.”



### **High volumes at speed**

The HP Indigo WS6000p Digital Press currently produces up to 100,000 prints per day. With Ecopix, it is a simple process for customers to upload their images to the website and choose their specifications. At present, the finished product is shipped within two or three days, but Digipix is confident it will improve turnaround time as the new press is bedded in.

“It is still very early days in the life of Ecopix, and we are sure that our production times will reduce further and our workflow will become even more effective and efficient,” comments Perlman. “Furthermore, we anticipate shifting all of our production to digital over the next two or three years.”

### **Real photo paper for HP Indigo Presses**

Another vital component of the overall Ecopix experience is the media used. Digipix has selected Felix Schoeller real photo base paper to deliver a superior quality finish that will last.

### **A digital partner for the future**

“HP has been a very supportive partner for us. If anything goes wrong they fix it, but the company also respects our need to manage some things on our own. It's a good balance,” concludes Perlman. “We've had five different Indigo models and each has played a key role in helping our company grow, while delivering excellent quality products to our customers. With the arrival of Ecopix, we have taken another huge advance in digital printing, and the customer response so far has been positive. HP will undoubtedly play a key role in the future development of our company.”

Digipix has now officially launched the Ecopix brand and sales are growing steadily. It is looking forward to a future that is entirely digital.

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4AA4-3498EEW, Created September 2012

