

CONSOLIDATED GRAPHICS STAYS AT THE TOP OF ITS GAME WITH THE NEW HP T300 COLOR INKJET WEB PRESS



Consolidated Graphics

Add a new dimension

How does a leading printing company continue to improve when it's already at the top of its game? If you're commercial printing giant Consolidated Graphics, Inc. (CGX), you look to the future and continue to push the envelope. Based in Houston, Texas, CGX has 70 facilities around the world and prints everything from marketing materials and annual reports to trading cards and outdoor banners.

In the last three years, the company has grown by focusing on digital printing, generating \$1.3 billion in annual sales with a host of HP Designjet large-format printers and HP Indigo digital presses. Now CGX is taking its already extensive range of digital printing capabilities to new heights using the HP T300 Color Inkjet Web Press.

The HP T300 Color Inkjet Web Press is designed to help print providers break through cost and performance barriers to enable cost-effective, quality production from book and newspaper publishing to direct mail and transactional printing. As a leading commercial printer, CGX is well positioned to take full advantage of the broad capabilities of HP T300 Color Inkjet Web Press to deliver cost-effective printing, explore new business opportunities and reduce the environmental impact of printing for its customers.

Hit the mark for total cost of throughput

Ric Davis, executive vice president of operations, explains how costs factored into the company's decision to adopt the new press: "The benchmark we use is the total cost of throughput. When we first started using HP technology, we saw a big difference in the HP Indigo press 5000; per page, it costs significantly less to print with than competitors' solutions. We expect to see similar cost benefits with the HP T300 Color Inkjet Web Press, but on a larger scale."

The HP T300 Color Inkjet Web Press has flexible pricing options, with no click charge, the ability to purchase consumables as needed, and lower service costs due to user-replaceable parts.

Cost efficiencies of the HP T300 Color Inkjet Web Press also stem, in part, from its size. "The 30-inch width scales to a wide variety of applications," Davis says. "Because we get so much versatility out of the 30-inch roll, we experience cost savings."



CHALLENGE

- Consolidated Graphics (CGX) wanted to add cost-effective, high-volume digital printing to its extensive printing solutions.

SOLUTION

- The HP T300 Color Inkjet Web Press met CGX's goal to incorporate an inexpensive, quality printing alternative to its current offset and digital solutions.

RESULTS

- CGX is now able to offer its customers cost-efficient, customizable high-volume variable data printing that will help reduce the environmental impact of their operations.
- The HP T300 Color Inkjet Web Press enables CGX to offer new applications such as custom publishing, including variable data books and magazines.

Open new business opportunities

Lower costs mean a lower cost of entry for digital printing, opening opportunities for CGX and its customers.

"We have lots of customers interested in variable data printing, which is feasible only with digital. But the cost of that variable data has been a barrier to some," he says. "The HP T300 Color Inkjet Web Press allows us to offer customers a price point that hasn't been available in the past."

The speed of variable data printing is another great benefit of the HP T300 Color Inkjet Web Press. The HP T300 Color Inkjet Web Press has a digital front end able to RIP variable data files at the press's full speed of 400 feet (121.92 meters) per minute, which will allow CGX to produce high volumes of customized direct mail pieces in lead times as short as five days.

The biggest area of growth for CGX with the press may be custom publishing. Digital printing using the HP T300 Color Inkjet Web Press allows publishers to customize publications based on specific content needs and to print copies on demand, which greatly reduces storage costs and waste.

Help customers reduce their environmental impact

In addition to reducing paper waste, the HP T300 Color Inkjet Web Press gives customers with other ways to reduce their environmental impact. Adding the HP T300 Color Inkjet Web Press will allow CGX to reduce the impacts of its printing thanks to water-based inks and low volatile organic compound emissions.

The HP T300 Color Inkjet Web Press also allows for precisely targeted, customized versions of direct mail pieces, which better connect with consumers. "Mailing only what's most relevant to consumers means less paper and less postage, and a piece less likely to end up in the trash," Davis says.

"More and more of our customers are asking for environmental solutions, but a lot of the solutions tend to cost more," Davis says. "The HP T300 Color Inkjet Web Press allows us to deliver quality printing and help reduce environmental impacts inexpensively."

Davis adds that anticipating these kinds of customer needs is something HP has continually brought to the table, and the HP T300 Color Inkjet Web Press is a perfect example of HP's ability to deliver timely, relevant technology.

"The economic downturn has caused companies to take a closer look at digital technology for high-volume publishing with variable data capabilities," Davis says. "The HP T300 Color Inkjet Web Press couldn't have come at a better time."

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— Ric Davis, Executive vice president of operations, Consolidated Graphics

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