

Nu Graphics Etc., Inc.

HP Scitex FB6100 Printer opens new markets



“The HP Scitex FB6100 Printer has allowed us to bid on projects and approach customers we could not have served previously. We're also seeing increased efficiency in our large format department through reducing waste and by increasing daily output without adding staff. It's been a real win-win for us.”
—Wayne Moda, President and Partner, Nu Graphics Etc., Inc., Woburn, Mass.

HP customer case study: Nu Graphics opens new markets with HP Scitex FB6100 Printer

Industry: Printing

Objective:

Build business in wide-format printing market

Approach:

Deploy HP Scitex FB6100 Printer with HP Scitex UV Curable (UVC) inks

Improvements:

- Printing directly onto substrates eliminates mounting step
- UV curable (UVC) inks eliminate lamination step
- Jobs 20% to 30% faster, 15% to 20% less expensive

Business benefits:

- Compete in growing new markets
- Increase productivity without adding staff
- Satisfy customers with high-quality, durable products



Because wide-format printing represents the fastest-growing segment of his business, President Wayne Moda of Nu Graphics Etc., Inc. knows his investment in the advanced capabilities of the HP Scitex FB6100 Printer with HP Scitex UV Curable (UVC) inks has provided a way to maximize his market share.

“We're marketing to people we never could before, printing on substrates we never could before, and increasing through-put in our wide-format department, while controlling our labor costs by increasing productivity without adding staff,” Moda says. “The HP Scitex FB6100 Printer puts us in a better position to take advantage of the growing and profitable market for wide-format printing.”

Customer solution at a glance

Primary applications

Large-format commercial printing

Primary hardware

- HP Scitex FB6100 Printer
- HP Scitex UV Curable (UVC) inks

Versatile, cost-efficient wide-format printing

Moda and his team spent five months testing the offerings of four different manufacturers to find the optimal wide-format printer for their needs. The HP Scitex FB6100 Printer was chosen not only because of its print quality and features, but also because as a premier partner with HP for its Indigo Digital Presses, Nu Graphics knew the advantages of building an even stronger relationship with HP. "When we looked at the total value of the complete HP offering, we found investing in the HP Scitex FB6100 was the best business decision for us. It was a real bonus to extend our already strong relationship with HP and the HP Indigo Digital Press team," Moda says.

"Printing direct to substrate eliminates two potential ways to destroy the job. As a result, we're working two to three times faster, with half the waste."

Wayne Moda, President and Partner
Nu Graphics Etc., Inc.

Designed for high-volume industrial environments, the HP Scitex FB6100 Printer prints high-quality color directly on a range of wide format rigid or flexible media. Because of its ability to print fast and "gang print," the device is a productivity powerhouse. It produces a wide range of brilliant 8-color output using very small 28 picoliter ink drops. HP Scitex-developed UV Curable (UVC) inks, meanwhile, pose significantly lower environmental, health, and safety issues compared to conventional solvent-based inks or UVC inks diluted with organic solvents.

New markets, streamlined production

The HP Scitex FB6100 Printer's unique printing capabilities have allowed Nu Graphics to win significant new business. For example, a large U.S. defense contractor ordered pop-up trade show displays, as well as numerous 3' x 4' plexiglass signs for its conference rooms. The city of Cambridge outfitted its courthouse with black Sintra boards made possible by applying white ink to the substrate. "These are jobs we never would have won before," Moda says. "Our costs would have been 15 to 20 percent higher, and the HP flat bed printer simply gave us the

ability to meet some of our client's more challenging requirements."

What keeps costs down is streamlined production. The combination of print speeds that reach 100 m2/hr (1,070 ft2/hr) and the ability to print directly on virtually any rigid (up to two inches thick) or heavy specialty media—including glass, wood, metals, or more conventional media such as foam board PVC, corrugated plastic and MDO/MDF up to two inches thick has increased through-put while decreasing waste. In addition, HP Scitex UVC inks don't dry, they solidify in about 0.1 second upon exposure to intense UV light. Therefore, inks don't need in-line dryers or a lamination step to protect them, which allows Nu Graphics to immediately handle the output while being confident that the inks will not smudge or smear. "The old way, you had to print, mount, and sometimes laminate," Moda says. "Printing direct to substrate eliminates two potential ways to destroy the job. As a result, we're working two to three times faster, with half the waste. What's more, the customer is getting a longer-lasting product that doesn't separate from its backing substrate—even outdoors."

Increased through-put has directly reduced labor costs. Jobs take roughly 20 to 30 percent less time, allowing Nu Graphics to increase productivity without adding staff.

"UV-cured inks are durable using the HP Scitex FB6100 Printer, and therefore they don't need special handling or a laminate. This eliminates a production and material handling step as well as the potential errors that go with it."

Wayne Moda, President and Partner
Nu Graphics Etc., Inc.

"We're really excited to have such a production powerhouse in our shop. We're marketing to people we never could have approached before and I'm able to punch out more work, on a greater variety of substrates, with the same number of people," Moda says. "The HP Scitex FB6100 Printer has made Nu Graphics a more powerful presence in the market for large-format printing."

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