



RÈTOLS GISPert RETURNS TO BUSINESS GROWTH WITH THE HP DESIGNJET L26500 PRINTER



Rètols Gispert has been creating commercial signage for over 40 years. Tools, technologies and processes have changed radically over that time and Rètols Gispert, a family-run printing business based in Girona, Spain, has ensured its continued business success and sustainable growth by carefully weighing up the costs and benefits of every investment in printing technology.

Versatility offers return to growth

The challenges facing Rètols Gispert are a familiar story. Serving the local community, and with two competitors located nearby, the drop-in business demand for printed outdoor and indoor signage that followed the global financial crisis led Rètols Gispert to reassess its printing technology.

Marc Gispert, partner and managing director, explains why they agreed to take part in HP's beta testers program for its latest HP Latex Ink technology. "When the downturn in the economy was at its worst, printing dropped from five to two rolls a week. Before, we would always look to buy the biggest and fastest machine we could afford. Now we look at other factors. We chose HP Designjet Latex Ink technology because its versatility allows us to offer our outdoor and indoor signage at higher image quality than before, combined with the ability to print on a broader range of media and substrates, such as fabrics. We can now offer new, higher quality applications. The HP Designjet L26500 Printer has been printing non-stop."

Attractive applications bring in new business

Rètols Gispert were quick to exploit the opportunities offered by the HP Latex Ink technology when they were approached to print on synthetic fabric for àrea cúbica, a company that produces inflatables used to promote sponsors and products at indoor and outdoor events. Marc describes how it was able to do the job thanks to the printer's versatility and its water-based HP Latex Inks.

"We printed 50 to 60 meters (164 to 197 feet) in 1.5 meter-wide (4.9 feet) strips that the customer provided in rolls. The HP Latex Inks work much better than our solvent-based inks on any substrate we've used. The soft media loading tool provided for fabric simplifies loading, the printer checks the material and tension is even across the width. The higher image quality you get from the eight colors can be fully appreciated in the high definition of printed text and logos. Also, fabric is much easier and lighter to handle than vinyl media, which is a big advantage when you're moving large rolls. Due to the nature of the synthetic fabric, I wouldn't have been able to print this job on a solvent-based ink printer."

Xavier Caldero, managing director at àrea cúbica, describes why HP Latex printing technology was the solution needed. "Our inflatables attract big brand names and solvent-based inks on our fabric did not achieve the high image quality and vivid colors that our customers desired. They now get higher image quality with the HP Latex Inks with a lower impact on the environment."

Marc likes the recyclable¹ HP Light Textile Display Banner, a PVC-free polyester textile fabric. "We can now sell high image quality signage for exhibitions, tradeshow and conferences. This media's got a vinyl feel but is textile-like in behavior. Shapes and corners are perfect and it's extremely resistant."

HP Latex Ink printing technology offers a complete solution including water-based HP recyclable media.¹ Due to this Marc believes Rètols Gispert will have a competitive advantage in attracting environmentally focused customers. Apart from the 1.55 meter (61-inch) HP Designjet L26500 Printer, the HP Designjet family also offers HP Latex Ink technology on the 2.64 meter (104-inch) HP Designjet L26500 Printer to exploit faster printing speeds and demands for wider format applications.



PROGRESSIVE
PROFITABLE
PRINTING



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Marc Gispert

Partner and managing director
Rètols Gispert

Smoother print production pays off

Marc Gispert believes that second generation HP Latex Ink technology, together with the consistent color, image quality and reliability, have greatly simplified their printing activities, giving Rètols Gispert the confidence to take on more challenging jobs that they wouldn't have been able to do previously. "Our solvent-based printers have always required a lot of intervention. You have to perform regular manual maintenance. On one non-HP printer it cost €500 (\$708 circa) and each time I would call a service technician because printheads were so complicated to change. Printhead clogging causes banding, so I could not leave a solvent-based ink printer unattended overnight. I would stay or an operator would stay and be paid overtime," explains Marc.

"The HP Designjet L26500 Printer gives us total peace of mind. I set up the take-up reel to leave the printer running overnight and the job is ready when I come in the next day. Printed output comes out of the printer dry so it can be handled and finished while the printer continues the next job. Printheads are user-replaceable, although I haven't had to change them since we got the printer six months ago," says Marc.

Marc is particularly pleased with the ease of double-sided printing, a process he was reluctant to attempt on his solvent-based ink printers. "Yesterday I printed a 4x1 meter (13x3.3 feet) blockout frontlit banner to hang on a building where an exhibition is on display. The printer registers the position of the printed image on the first side. The first side is dry straight out of the printer so you can turn it over without waiting or damaging the print, reload it and the printer automatically detects the correct position for printing on the second side. It was really that simple."

Satisfied customers come back for more

Delivering higher image quality applications is lifting customer expectations and demands. Marc describes how even customers appreciate the opportunities offered

by high image quality and application versatility using HP Latex Inks. "We originally printed the 4x5 meter (13x16 feet) wide vehicle wraps for Olis Angelats' fleet of delivery vehicles using solvent-ink technology. Printed in the strips, the customer noticed slight color differences between strips applied side by side to the vehicle. They recently came back to re-wrap a vehicle and we used the HP Designjet L26500 Printer and the same vinyl media. They clearly appreciated the higher image quality for their products and the color consistency between the strips."

Rètols Gispert has started wrapping vehicles with HP Air-release Adhesive Gloss Cast Vinyl and laminate with HP Clear Gloss Cast Overlaminate. "The colors are really vivid, the air release channels on the reverse make it smoother and faster to apply and help avoid wrinkles," explains Marc.

When Olis Angelats contracted the espaigràfic graphic design agency to create the display stands for a three-day gastronomical event in a marquee, impressed by the improved image quality and color consistency they had seen, they recommended Rètols Gispert for the job. The graphic designer at espaigràfic, Joan Boada Farrès, was extremely pleased with the quality. "We've never been offered such high image quality for this type of application. The colors are bright, the shades of grey on bottle labels are so subtle, and still clearly contrast with the slightly lighter color of the filled bottles," he says.

Rètols Gispert had three days to print and mount the 10x8 meter (33x26 feet) job on adhesive matte vinyl, plus an extra 20 meters overnight for last minute changes on the night before completion. Marc indicates that the agency was concerned about meeting the deadline with the late changes but Marc didn't lose any sleep, confident in the HP Designjet L26500 Printer's performance and reliability. The next morning the agency was happy to see the finished stand well before the opening ceremony.

AT A GLANCE

Industry sector:

Wide Format Graphics

Business name:

Rètols Gispert

Headquarters:

Spain

Web site:

www.retolsgispert.com

CHALLENGE

- Offer product differentiation through higher image quality at a competitive price
- Satisfy customer demands for high image quality for indoor and outdoor soft signage, including double-sided

SOLUTIONS

- HP Designjet L26500 Printer using HP Latex Inks which deliver new, high quality applications such as soft signage and double-sided printing on economical, untreated media and fabric designed to reduce costs
- HP Light Textile Display Banner
- HP Air-release Adhesive Gloss Cast Vinyl
- HP Clear Gloss Cast Overlaminate

RESULTS

- Expanded application offering with flexibility and versatility to print on a greater range of materials to satisfy demand for new applications such as soft signage
- Higher productivity with unattended printing and automatic processes, such as double-sided printing, minimized interruptions, reduced labor and overtime costs
- Enhanced competitive position and customer loyalty with high image quality and color consistency on economical, untreated media and substrates

1) HP offers the HP Large-format Media take-back program in the U.S. and Europe, through which most HP recyclable signage media can be returned, availability varies. Some recyclable papers can be recycled through commonly available recycling programs. For details visit www.hp.com/recycle. Aside from this program, recycling opportunities for these products are currently only available in limited areas. Customers should consult local recycling resources for recycling these products.



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