



Gains in productivity ensure PPP service delivery excels as business grows 30 percent

PPP Nederland, a printing business founded in 1986, based in Dronten in the Netherlands, aims to impress customers with first-in-class, innovative products, finishing styles, and production technologies. Originally a screen printer working out of a garage, PPP's focus on its ability to match evolving customer demands through sustainable growth has rewarded the company with strong growth.



Industry sector: Sign & Display

Business name: PPP Nederland

Headquarters: Dronten, Netherlands

Interviewees: Rogier Schrijer, CEO/ MD, Eduard Hoogendijk, purchasing manager, Rob Bleijswijk, production operator

HP solution: HP Latex 3100 Printer, HP Latex 3500 Printer, HP Latex 370 Printer and HP Latex 570 Printer

Website: pppnederland.nl



Challenge

"We offer customers innovative ideas and the opportunity to do things differently. We switched to HP Latex printers from solvent printing technology and production rose drastically. Last year we grew by 30 percent. In a business of our size, greater productivity is the key to sustainable growth."

Rogier Schrijer, CEO, PPP Nederland



Matching customer service expectations as demand grows

"PPP competes on service delivery and product solutions. We innovate and are extremely flexible. We don't compete just on price," explains Eduard Hoogendijk, purchasing manager at PPP, outlining why customers have come to rely on PPP for their printed communications.

PPP phased out its four solvent printing machines by 2014, to complete its switch to HP Latex Printing Technologies with the HP Latex 3000 Printer and HP Latex 360 Printer. In 2015 PPP bought the new 126-inch HP Latex 3500 Printer and upgraded the HP Latex 3000 to the HP Latex 3100, and the HP Latex 360 Printer to the HP Latex 370 Printer. Originally, PPP was a screen and solvent technology printer.

"Sixty-five percent of our printing business is on self-adhesive vinyl (SAV). Last year we printed some 225.000 m² for our transport marked segment, which includes all promotional public transport business, a full 100 percent of that is produced on our HP Latex Printers. Our business has been growing and growing. Our production team has grown from eight to 14, with six members added to our finishing department to maintain our service levels for the growing volumes," Hoogendijk explains.

Looking to increase capacity to satisfy rising demand, PPP were concerned that the addition of a printer, without increasing its staffing needs or working hours, might impact its ability to satisfy service levels. When HP introduced the HP Latex 570 Printer, combining the flexibility of the HP Latex 370, with productivity features of its industrial production model, PPP were keen to test its capabilities by acting as an official beta site.

Solution

"Using the new loading system on the HP Latex 570 takes around a minute to load a roll. The gains in productivity over a month are tens of hours, or hundreds of extra meters printed, and our operators have more time to manage and finish the higher volumes printed."

Rob Bleijswijk, production operator, PPP Nederland



Managing higher volumes with unattended productivity

"With the HP Latex 570 each roll change now takes about a minute, even for the heavier 100m rolls," Bleijswijk explains, adding, "The more efficient media feed and alignment procedure saves us a 30 m roll of media a week if we change rolls 10 times per day."

The larger 3-liter ink cartridges are also changed at the front and a status beacon alerts operators to status changes. The HP Latex Mobile app provides remote monitoring anywhere, on site, or at home for unattended overnight printing.

In production terms, Bleijswijk highlights that when using Vivid Print Modes printing is faster and the quality does not suffer. Hoogendijk says the HP Latex 570 condensation collector delivers dry output in much shorter time and extends PPP choice of substrates to include thinner low-cost, linerless substrates or clear window films. "Certain substrates are temperature sensitive, such as SAV backing, acting like a sponge, causing curling, wrinkling, and shrinkage. Solvent inks and UV lamp heat can cause this. Now we get no shrinkage. That maximizes the product's image quality and facilitates finishing processes and installation.

"Thanks to the HP Latex color emulation, we can optimize production of multiple orders across different HP Latex printers to produce more meters per hour and meet very short deadlines. The printers create the profile for us – we simply import or export a profile from one HP Latex printer to the HP Latex 570 Printer and recalibrate."

Result

"We have increased print production by 35 percent without increasing our labor costs. And we increase productivity significantly more when we print overnight. With the ability to use heavier rolls on the HP Latex 570, and its absolute stability and reliability when printing unattended, in the morning we have almost 500 m² of output ready to cut, pack and ship."

Rob Bleijswijk, production operator, PPP Nederland



Service levels rewarded with more business

"The HP Latex 570 has given our customers print on demand within 72-hour, including finishing time. We can split production across our HP Latex fleet as needed according to the media sizes and/or job volumes," Schrijer says.

"One of our transportation customers was accustomed to 10-day turnarounds using screen printing, and five to six days using solvent. Our print on demand solution using HP Latex printers is perfect for them. Before they would have to order large volumes for their fleet of 6,000 buses and store printed stock for months or even years, obviously resulting in considerable waste and costly inventory standing idle.

"With the HP Latex 570, alongside ongoing routine print production, we comfortably deliver livery for 80 to a 100 buses, about 15m² per vehicle, so 150 m², printed on Avery substrates and die cutting where required. We had it installed within the week. We now also print their vehicle advertising wraps and bus stand advertising for other third parties."

At PPP, while production capacity has risen dramatically, labor costs have fallen. "We are managing higher production output from more printing equipment while per square meter labor costs have fallen. Overnight printing for production peaks eliminates overtime. That's a clear reflection on the significant increase in productivity in our production environment," states Schrijer, concluding, "Some customers are already prescribing environmentally sustainable solutions only and we believe our investment in HP Latex technology will bring us even more business rewards."