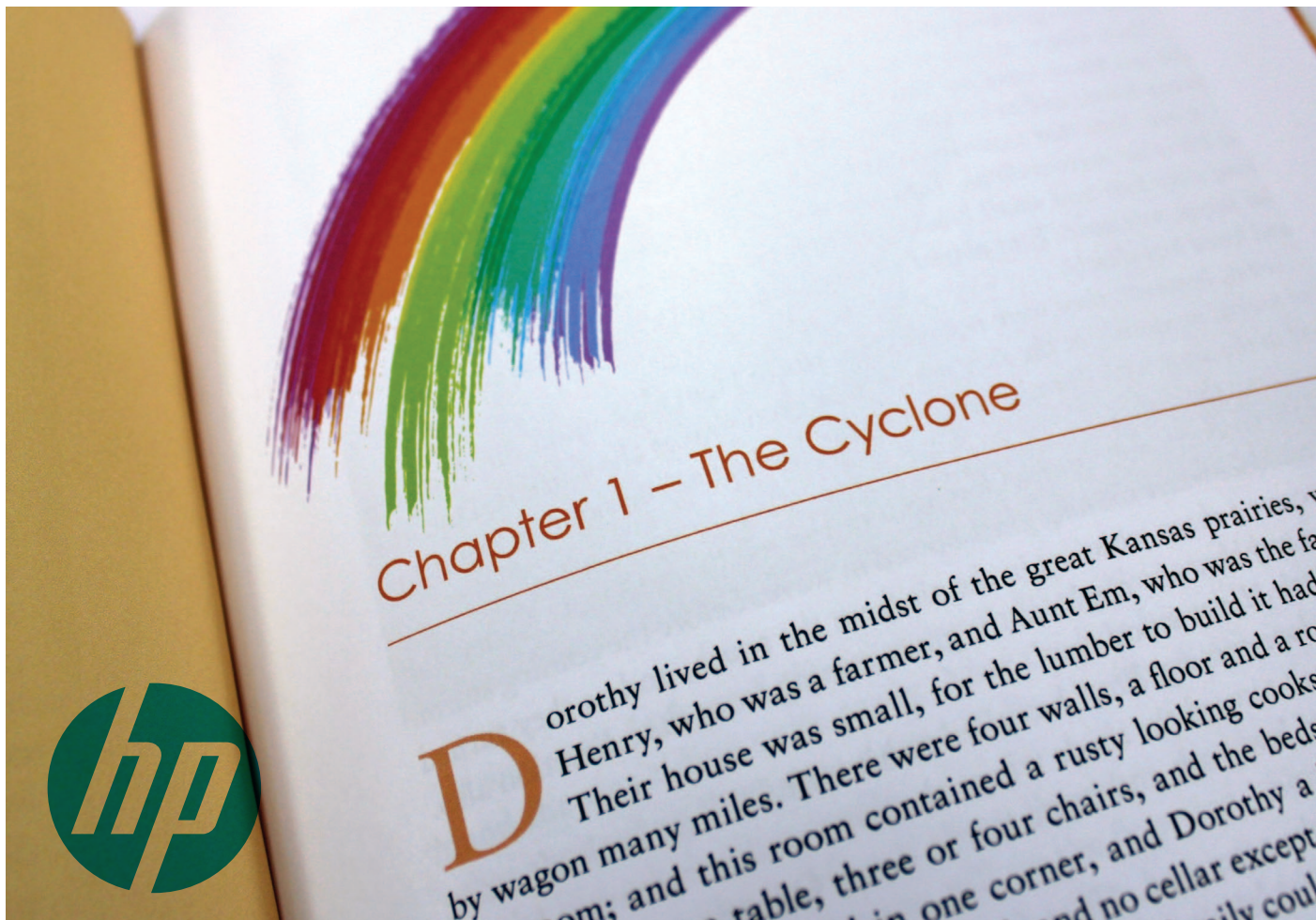


CPI Group targets growing colour print market with HP T350 Color Inkjet Web Press



AT A GLANCE

Industry: Publishing

Business name: CPI Antony Rowe

Headquarters: Croydon, UK

Website: www.cpibooks.co.uk

CPI
1 to 1 million books®

CHALLENGE

- CPI wanted to exploit changes in the publishing industry by offering short-run digital prints at low cost without compromising on quality.
- The company also wanted to offer cost-effective colour pages to meet increasing market demand.

SOLUTION

- CPI invested in the HP T350 Color Inkjet Web Press to deliver speed, efficiency and flexibility at short-run lengths while complementing the existing web lithographic operation.
- CPI also uses the HP Indigo 7500 Digital Press to produce covers and jackets.

RESULTS

- By printing in low volumes, the HP T350 Color Web Press enables CPI's customers to reduce overstocking, optimise inventory, retain titles in print, reduce working capital and increase cash flow.
- Colour can be used throughout publications, allowing customers to bring their books to life with vivid illustrations.
- The T350 enables CPI to deliver between one and one million books across a fleet of technologies, giving customers price and performance optimisation over the lifecycle of a title.
- The T350 uses water-based inks which are environmentally friendly, helping CPI to reduce its VOC emissions and minimise its ecological footprint.

“The HP T350 Color Inkjet Web Press enables us to put colour anywhere in the book.

This means that publishers are no longer restricted by the fall of illustrated sections – and the physical book can be laid out in exactly the same way as the eBook. Not only that, but special colour editions can be produced, opening new market opportunities for publishers.”

– Francois Golicheff, CEO, CPI UK

CPI Group is the largest printer of black and white books in Europe, producing two to three million every day. The group comprises 17 companies across Europe, each with its own history and character. In the UK, CPI consists of six companies which together employ 1,100 people and print 160 million books annually. These companies include long established brands such as CPI Mackays, which was founded in 1857, and CPI Antony Rowe, which has been pioneering digital print for over a quarter of a century.

In 1983 when 72-year-old Antony Rowe suggested opening a digital plant for short-run books, people doubted there would ever be a market for it. However, like many visionaries, he was correct in his market expectation and, since the 1980s, CPI Antony Rowe has been the leader in short-run books in the UK.

Introducing colour to an evolving industry

Colour books currently represent only 20 per cent of CPI Group's business. However, the company recognises the importance of offering cost-effective, high-quality, short-run colour digital as the increasingly preferred option for the future. The book publishing market is undergoing a huge transformation with eReaders forcing major publishers to re-evaluate their supply chains and cost structures to ensure profitability. As a result, short-run colour digital print is growing rapidly as it goes through this period of change.

CPI wanted to introduce a new solution to address and exploit these changes by offering short-run digital prints at low cost and without compromising on quality. The result was the Quantum concept. First deployed at CPI Firmin-Didot in France in late 2009, at its heart is HP inkjet web press technology combined with leading-edge technology from a number of vendors to provide a one-stop, end-to-end process for producing high-quality books in any volume required.

“The publishing industry has changed a great deal over recent years – and it will continue to change, as publishers seek partners like CPI to deliver their content to the consumer, across different platforms and in different formats,” explains Francois Golicheff, CEO, CPI UK. “Digital printing is therefore a key part of the CPI portfolio, giving us speed, efficiency and flexibility at short-run lengths and complementing our web litho operation. The HP T350 Color Inkjet Web Press is at the heart of this.”

A new way to publish

The recently installed HP T350 Color Inkjet Web Press at CPI UK is breaking new ground as the first colour-enabled solution. The Quantum solution combines the inkjet web press with a finishing module called Flexbook, specially designed by Magnum/Ulimate. The installation in France also incorporates an Acoro binding line by Müller-Martini.

The HP T350 enables CPI to seamlessly deliver from one to one million books across a fleet of technologies, giving CPI customers the best price and performance possible over the entire lifecycle of a title. CPI is also using an HP Indigo 7500 Digital Press to provide the colour book covers and jackets.

“When our customers heard we were installing this colour capability, they were excited to finally be able to manage their colour list in exactly the same way as their mono; that is, to use HP technology to reduce overstocking, optimise inventory, retain titles in print, reduce working capital and increase cash flow,” comments Golicheff.



So far, CPI has printed more than 10 million books on HP solutions across its group of companies. One of the more recent publishing successes was a special colour edition of the new Philippa Gregory book, *Changeling*, for Simon & Schuster.

“When we spoke to Simon & Schuster about the colour capabilities of the T350, the company immediately saw the opportunity to use colour to add value to special editions. By integrating colour into this particular title, with beautifully illustrated colour chapter headings and maps, we were able to produce a unique edition,” explains Alison Kaye, sales director, CPI UK.

Incredible quality on any media

One of the key benefits of the HP T350 Color Inkjet Web Press is the true colour and reliability it offers. HP has incorporated into the machine an advanced system which creates a high level of quality and the capacity to print dot for dot – one dot of ink for one dot of bonding agent, even though the dots are a mere 40 microns in diameter. This gives CPI the flexibility to print on all existing digital and litho substrates, both coated and uncoated. There is no need for the costly pre-coated material needed by some of HP's competitors, meaning CPI can use all its existing materials, ensuring the aesthetic continuity of the product from lithographic to inkjet.

“We started working with them to create this new special edition and were proud to make this the first title to be printed on the T350. When our customer saw the results they told us that what we had achieved was remarkable and that we had enhanced the appeal of the physical book.”

HP's print technology is providing the platform on which CPI can build for the future. As digital colour printing becomes critical to the industry, CPI is well positioned to take full advantage of market demand.

“I believe the HP T350 will help CPI support our customers going forward. It demonstrates our commitment to the market and to our customer base,” concludes Golicheff. “It will create new revenue streams and cost-effective colour solutions that simply weren't available before. And I think it will provide a really exciting future for us in the publishing market.”



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