

# CTPSDigiprints explores global opportunities with the HP T300 Color Inkjet Web Press



## AT A GLANCE

**Industry:** Publishing

**Business name:** CTPSDigiprints

**Headquarters:** Hong Kong

**Website:** www.ctps.com.hk



## CHALLENGE

- CTPS wanted to offer its customers more customised print runs while minimising production time to compete effectively in the global market.
- It also needed to address rising labour costs while making the print industry more attractive to younger workers.

## SOLUTION

- The HP T300 Color Inkjet Web Press combined with HP Indigo 7500 Digital Press offer premium quality and fast print production for books.

## RESULTS

- The HP T300 Color Inkjet Web Press can produce 500 books per hour, allowing CTPS to offer 48-hour turnaround times, including binding.
- The press only needs three or four operators, unlike offset machines that can require 16 to 20 people. This helps CTPS minimise to labour costs.
- There is minimal waste due to eliminating the make ready and testing phase traditionally required, bolstering the company's environmental credibility.
- Achieving excellent print quality and gaining acceptability among publishers.
- Textbooks can be customised and printed in small numbers, providing the ultimate flexibility for customers.

“The HP T300 Color Inkjet Web Press allows us to produce customised textbooks incredibly quickly with minimal waste. This in turn allows us to offer our customers a more flexible and responsive service.”

– Peter Tse, CEO, CTPS

Established in 1964 and specialising in higher education Scientific, Technical, Medical (STM) and travel guides, China Translation and Printing Services, (CTPS) has developed a reputation as one of the most progressive and reliable printing firms in China. It attributes its industry leadership to an unwavering commitment to enhancing business processes and facilities so that its quality and responsiveness are second to none.

CTPS continues to evolve by providing book printing solutions of short runs and rapid-replenishment practices. Its investment in upgrading its traditional print platform, coupled with embracing four-colour digital book production, puts CTPS ahead of industry counterparts. The company has extensive four-colour perfect platforms.

### Embracing a digital future

CTPS prides itself on being ahead of the technology curve and keen to embrace new advances in the graphic arts industry. It was no surprise then that the expanding digital sector caught its attention.

“In this uncertain economy, we must be cautious regarding how we print. Offset printing is difficult to maintain at competitive levels for short runs, and yet more and more people are looking for customised products,” explains Peter Tse, CEO, CTPS. “Digital provides the perfect solution – making short runs cost-effective without compromising on quality.”

To take the first step into the digital market, the company needed to find the right technology partner. After looking at publishers in the more developed U.S. and E.U. markets, CTPS realised certain companies which embraced inkjet technology had gained a very strong market presence.

“We looked at the U.S. educational publishers, and it was clear to us that HP was the first choice in digital printing with its comprehensive range of digital printing solutions,” adds Tse. “These publishers had embraced HP technology, which provided proof of concept for us that it would be the best partner and that the HP T300 Color Inkjet Web Press – interfaced with MM Sigma line and combined with an HP Indigo 7500 Digital Press for cover printing – would provide the perfect book production line.”

### Speed and sustainability

The HP T300 press delivers high productivity at a competitive cost on a variety of media options, enabling CTPS to broaden its digital printing services and improve turnaround times with streamlined digital workflows.

“The T300 eliminates the make-ready process and set up, which not only makes it much faster but also reduces waste. As an environmentally aware company, that is important to us,” continues Tse. “It also makes customisation possible because it is economically viable to print as few as 100 or 200 books. For the education sector that is particularly attractive as we can tailor texts to different sources for specific markets.”

Previously, it would take CTPS around two weeks to produce a 500-page soft cover A4 book on 64gm stock. Now the company can offer just-in-time printing with a 48-hour turnaround because the HP T300 Inkjet Web Press can produce up to 500 books per hour, including binding.



The company has also invested in an HP Indigo 7500 Digital Press for printing covers. The press supports a wide range of substrates, including coated, uncoated and even thick substrates – making it perfect for CTPS' cover production.

“The short turnaround time is especially important in helping us stay competitive in the global export market, which constitutes a significant part of our business,” says Tse.

Another attractive aspect of the HP T300 Inkjet Web Press is its ease of operation. In a market where labour costs are rapidly rising and an increasingly digital-friendly youth are turned off by traditional factory work, digital presses can make a significant difference.

“The days of cheap production in China are over. We also have a younger generation who don't want to work in factories doing manual labour jobs; they want to be working with high tech equipment and on computers – just like young people in the western world,” comments Tse. “Digital printing is therefore much more interesting to these young people. Furthermore, in offset printing, it was taking a team of 16 to 20 people to complete an end-to-end production run of books. With the HP T300 Color Inkjet Web Press, the line takes about three to five people. That makes a big difference to our bottom line and helps us offset rising labour costs.”

### Quality and colour for high impact

“HP has raised the bar in terms of digital print application. The challenge in the industry has been to change the mindset of differentiating between print methods. With this level of quality, we can prove that digital can match offset so it is less of an issue,” concludes Tse. “It is now cost-effective for us to produce print runs of as little as 200 copies. That opens up a lot of potential new business opportunities for us.”

With the HP T300 and HP Indigo 7500 Presses firmly embedded in the business, CTPS is not resting on its laurels. The company intends to further invest in digital technology.



Get connected.  
[www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts)

Share with colleagues.



© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA4-1106EEW, Created April 2012

