

SCI doubles printed pages by developing proprietary applications for publishers with HP Indigo and HP Inkjet Web Presses



At a glance

Industry: Publishing; Direct Mail & Transactional Printing

Business name: Strategic Content Imaging

Headquarters: New Jersey, USA

Website: sciimage.com



Challenge

- Diversify business by entering high-end magazine advertising market by creating high-impact, one-to-one direct mail campaigns on digital presses.
- Maximize advertising ROI by boosting customer engagement through integrated offline-online campaigns with personalized QR codes and URLs, adding interactivity to print.
- Create new, print-on-demand applications for book publishers to optimize production and minimize inventory and unsold products.

Solution

- HP T360 Mono Inkjet Web Press that delivers 800ft a minute for black and white pages, and the HP T410 and HP T360 Color Inkjet Web Presses for 4-color books and, on heavyweight Utopia Inkjet with ColorPRO Technology paper from Appleton Coated, superior quality for direct mail.
- Offset-matching color quality for advertising onsets and book covers on the HP Indigo 10000 Digital Press on a wider 29" sheet (B2) format, and on the HP Indigo 7000 and 7500 Digital Presses that both include upgrade options.
- Inline finishing solutions, including Magnum FlexBooks to produce multiple book blocks off the back of HP digital presses.
- Appleton Coated Utopia Inkjet with ColorPRO Technology for high-speed inkjet web presses, with lightweight papers for book publishing and heavier weights for commercial applications.

Results

- Over 13 marketing programs launched with personalized campaigns to between 300 and 500,000 subscribers using combination of HP Indigo and HP Inkjet Web Presses.
- Sales targets beaten with higher advertiser ROI by exploiting variable data printing (VDP) to maximize one-to-one engagement, motivating advertiser to execute four additional campaigns.
- Unrivaled print speed and productivity on HP T360 Mono Inkjet Web Press ensures next-day turnaround and boosts SCI capacity to nine and a half million pages per day.
- Book products on Appleton Coated Utopia Book Inkjet Matte 45lb paper are higher quality from better ink absorption and flatter leaves, maximizing productivity and binding process.
- Advertising mail quality achieved at high speed and competitive costs using HP Color Inkjet Web Press printing on Appleton Coated Utopia Inkjet Gloss 100lb paper.

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– Burt Scherman, CEO, Strategic Content Imaging



Strategic Content Imaging (SCI) printed over one billion pages in 2013, is on course to double that number in 2014, and is rapidly diversifying beyond its core publishing customer base. How is it doing this? By offering new digital printing solutions that enable its customers to improve their business performance. Personalization, interactivity and cross-media technology are boosting customer engagement in the Healthcare and Financial Services industries; targeted advertising campaigns are driving up response rates for Media owners; and print-on-demand solutions are better matching supply and demand to reduce supply chain costs for Publishers.

Burt Scherman, CEO at SCI, sees this year's page growth as just the start. "Our investment in printing technology is being driven by our customers now. This year customers are really coming on board and understanding the broad range of products and solutions we can provide them, with our combination of HP Indigo and HP Color Inkjet Web Presses. Now they are putting pressure on us to increase our manufacturing capabilities and service level agreements."

To satisfy this fast-growing demand SCI recently invested in the HP T360 Mono Inkjet Web Press that offers 800ft a minute for black and white pages. SCI has also ordered the HP Indigo 10000 Digital Press for offset-matching color quality on a wider 29" sheet (B2) format. SCI already runs an HP T360 Color Inkjet Web Press acquired in 2011 and HP T410 Color Inkjet Web Press acquired in 2013 and HP Indigo 7000 and 7500 Digital Presses acquired in 2011. All SCI presses offer full variable data printing (VDP) and are equipped with inline finishing solutions, including two Magnum FlexBooks.

Ahead of the competition with speed and quality that dominate

"The HP Inkjet Web Presses are at least two years ahead of the competition in terms of speed, performance and quality. The average print run is more personalized and much smaller than ever before. More and more runs fall below 10,000 pages and that is where the HP Inkjet Web Press really dominates, and that threshold for crossover between digital and offset is rising all the time in favor of digital. They have the speed, performance, price per page, and the quality that's acceptable to our clients. Other vendors seem to struggle in any one of those categories. You need to be able to produce a million pages in a couple of hours. Wall Street closes and we need that printed material in our clients' hands the next morning. We can now do that, and do it for the right cost," Scherman states.

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SCI benefits from using two different platforms from a single supplier, the HP Inkjet Web Press and HP Indigo press respectively, to ensure a reliable and simplified workflow, maximize consistency and exploit cost and time efficiencies. SCI prints the interior pages of books on the HP Inkjet Web Presses for their high speed, and the covers on the HP Indigo digital presses for their offset quality.

Advertisers invest in personalized print campaigns that achieve higher ROI

In the first interactive advertising campaign that SCI printed the response rate to personalized links in print was five percent, with 89 percent opting in for a promotional sweepstake. In another, a beauty products retailer beat its revenue goal and has invested in several further campaigns.

Highlighting the success of SCI's ability to develop high-end advertising campaigns, Kevin McVea, senior vice-president at SCI, describes SCI's collaboration with Hearst Magazines and its Project Match program. In a campaign in Harper's Bazaar magazine Project Match was able to match subscribers with the local store of the retail chain running the campaign. SCI printed the campaign on Appleton Coated Utopia Inkjet Gloss 100lb paper, an industry first for web presses. "The publisher offers personalized, one-to-one communication with its subscribers to maximize engagement. We matched subscriber data with the retailer's data and targeted 300,000 subscribers according to store location within a 25 mile radius, and filtered by any other demographics. Using barcodes printed on the back cover of the magazine as it went through production, a specific insert with the personal message and offer was matched to the

subscriber. We tracked and measured the response to interactive ads that included personalized QR codes or URLs and the publisher was able to assess customer reaction and its return on investment," explains McVea. SCI has created a further 13 programs for Hearst Magazines.

SCI exploited HP Indigo Electroink white on metalized paper to create a high-impact, 12-page saddle-stitched insert in offset print quality for a campaign in AdWeek magazine. "We acquired the HP Indigo 10000 Digital Press to satisfy the high-end publishing market. We can produce 10, 6 x 9 inch pieces per sheet so we're 25 percent more productive there," McVea says.

Print on demand service makes great business sense

"We are increasingly acting as a virtual warehouse for our customers," explains McVea. "Our customers no longer have to stock 5,000 books until they are sold, or become obsolete. They can save costs in warehouse space and write-downs in inventory. Publishers are edging closer to zero inventory levels and printing 50 to 75 books on demand that we ship to wherever is needed, even directly to the college or student. Depending on the customer's service level agreement, when stocks dip below a set level in a given location, it triggers an automatic order with SCI to produce and ship another copy or batch of copies," McVea explains.

SCI print books on Appleton Coated Utopia Book Inkjet Matte 45lb paper because it offers better ink absorption and flatter leaves, enhancing productivity with smoother throughput for inline finishing and binding, ultimately offering a higher quality product without wavy pages that can occur with poorer quality papers.

“Integration on the finishing line is equally important for efficient production of a professional quality product. Our Magnum FlexBooks can produce three book blocks within a few seconds off the back of the press. It really is amazing.”

— Kevin McVea, senior vice-president, Strategic Content Imaging



Print on demand enhances the ability of organizations to create personalized content too. “In the educational sector professors in colleges can customize the content in their particular textbook online, maybe updating it or putting in special chapters, even specific to a single student if that student needs some additional testing in physics, for example. In the health sector, businesses can personalize health insurance contracts for a given region or area, with contact information that is relevant to the customer’s location, or conditions that vary depending on the customer’s profile. This makes their product more relevant to their customers, adding value to the printed page and reinforcing brand loyalty,” McVea explains. An SCI operator who used to operate conventional offset presses, highlights the difference. “In the conventional offset environment we were used to tons of waste. We don’t get that waste any more. It’s amazing. There isn’t one wasted sheet,” he states.

Strategic partnerships offer safer investment strategies

“HP has partnered with some strategic vendors so we can now not only produce about nine and a half million pages a day, all fully variable, but we can also finish them,” states McVea, “Integration on the finishing line is equally important for efficient production of a professional quality product. Our Magnum FlexBooks can produce three book blocks within a few seconds off the back of the press. It really is amazing.

“We’re able to test applications, get HP’s advice on the best format and its efficiencies,” explains McVea, adding, “HP has been a tremendous partner for us and we are looking at additional investment with HP this year. We look to them as our technology bodyguard. We see our output doubling this year to over two billion pages. In the month of November and December we did six million clicks on two machines,” McVea concludes.

View the video at 



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