

# ISI Print's customised publishing capability makes good reading for Signal'Etiqu' magazine



## At a glance

**Industry:** Direct Mail & Transactional Printing  
**Business names:** ISI Print, Signal'Etiqu'  
**Headquarters:** Paris, France  
**Websites:** isiprint.net  
 signal-etiq.com

## Challenge

- Drive business growth.
- Extend capabilities to print new products and applications.
- Maintain competitive stance and uphold stance of investment in new innovation.

## Solution

- High-volume production, high-speed, full duplex four-colour HP T200 Color Inkjet Web Press featuring HP Bonding Agent for printing on low-cost, uncoated offset media with outstanding quality.

## Results

- New markets opened up and new customers won thanks to capability to now undertake work for transpromotional and publishing customers, which was previously unachievable.
- Capability to deliver print widths up to 521mm at up to 61m per minute in colour and 122m per minute in monochrome.
- Significant increase in turnover since installation of HP press, leading to business growth during challenging economic climate.



“The unique attributes of the HP T200 Color Inkjet Web Press have allowed us to increase the breadth and volume of work from existing accounts, as well as win customers in new markets that were previously out of reach.”

– Oliver Julien, co-director, ISI Print

Thanks to expertise developed over four decades, French commercial printing business, ISI Print, has evolved to fully appreciate what it takes to keep a print operation on a steady footing through both the good times and, more recently, tougher economic climates.

The family-owned ISI Print has gone from strength to strength since its creation in 1970 and is today managed by co-directors, Olivier Julien and Jean-François Raynaud. Both men take pride in the company's customer-oriented stance and share a long-held belief that meeting the changing demands of those customers and continually enhancing ISI Print's service capability is dependent upon running the most innovative technologies on the market.

Little wonder that in 2011, the Saint-Denis-based company should become the first print business in l'Hexagone to install a high-speed HP T200 Color Inkjet Web Press.

“We like to differentiate ourselves from our competitors, and achieving that goal is based partly on ensuring our print stable is equipped with performance-enhancing equipment that enables us to offer a better, more varied service while still enjoying profitable growth,” explains Olivier.

Already au fait with rotary printing technology, having used this over 14 years for printing in mono, the leap to colour rotary printing with HP was, admits Olivier, a natural evolution for the company.

A full duplex four-colour press in a single engine, the HP T200 Color Inkjet Web Press boasts a print width up to 521 mm and is designed to help meet high-speed, high-volume production requirements in book, transactional/ transpromotional and direct mail printing.

Running inline with Hunkeler rewinder and finishing solutions, ISI Print's HP T200 delivers a multitude of feature-rich benefits that, according to Olivier, allows the company to output larger runs of up to 2,000 prints quicker, more economically and at a higher quality.

Now fully integrated into the company's operations, Olivier and Jean-François have had time to properly appreciate the key features of the HP T200. Among those that have particularly impressed the pair is the HP Bonding Agent, a colourless liquid applied before the other inks, and only where inks are printed, to improve optical density and pigment adhesion to the paper.

“The T200's use of the HP Bonding Agent means that we can print onto low-cost, uncoated offset media, and by doing so, achieve a level of durability and output quality that surpassed what we thought was achievable,” says Olivier.

### New application opportunities

Importantly, the HP T200 has opened up new application opportunities that were once out of reach to the duo and their 30-strong team. Coupled with its fast speeds of up to 61 m/min when printing colour output, the company has been able to slash turnaround times and help meet customer demands much more easily.



“Without a doubt, the T200 has sharpened our competitive edge considerably,” says Jean-François. “Prior to installing the press we were unable to explore such applications as transpromo and publishing, yet these two areas now represent around 70 per cent of what we do.”

“The ability to now undertake such work has not only brought new business through the door, but it has done so during probably one of the hardest economic periods we have witnessed for a very long time,” he adds. “As a result, thanks to the T200, we haven't just maintained the status quo, but have been able to enjoy a very healthy increase in turnover to boot.”

The extended capabilities delivered by the press have not only granted the company the means with which to explore new business opportunities, but the confidence to engage with potential customers and demonstrate the T200's business-enhancing potential for their own campaigns.

### Custom publishing signals change

Drawing upon the press' versatility, this capability is exemplified in a recent project ISI Print undertook for French graphic arts/marketing magazine, Signal'Etiqu' and its publisher Jean Poncet.

Like many in his position, Jean actively pursues methods that enable the magazine's commercial customers to better engage with their target audiences, thereby strengthening the value proposition of his own magazine, which is read by a cross-section of subscribers within the signage and visual communication industries.

Working with ISI Print, Signal'Etiqu' recently embarked upon a test project for one of its biggest commercial customers. This focused on printing three separate versions of the same edition, with editorial content positioned differently in each version. At the same time, a different full-page advert each showcasing a separate product solution from the customer's portfolio was used.

“Signal'Etiqu' endeavours to speak to its readers on a more personal basis by targeting communication that's appropriate to them,” explains Jean.

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“This exercise saw us customise the front cover of the magazine and target different audiences with the relevant lead story - those in marketing communications received a different front-page story to our marketing agency audience,” he added.

By considering the main interests of its subscribers in this way, Signal'Etiqu' effectively took the same content and reorganised its position within the magazine according to the particular version.

“The project allowed us to use a front-cover feature for one version, format it slightly differently and then publish the re-worked content within the inside-pages of another version of the magazine,” continues Jean. “As a result, we were granted the means of effectively tailoring the layout to ensure the strongest stories were featured on the most prominent pages of the respective audience's version of Signal'Etiqu'.

In addition to fine-tuning the position of editorial content, Signal'Etiqu' was also able to use ISI Print's HP technology to enjoy a degree of versatility with respect to customised advertising pages for its commercial sponsors.

“Much like how we used the editorial content, we basically published separate adverts in the different versions of the same edition with each advert targeting a different end-user audience and focussing on separate products from the customer's solutions portfolio,” explains Jean.

“This aspect in particular wowed the customer, because their broad product stable features specific offerings that meet the needs of different users. Moreover, it perfectly underscored what is an extremely useful segmentation tool and one that affords a significantly improved means of reaching one's intended audience.”

### Increased versatility and cost-saving efficiencies for publishers

“Not only does this method of customised publishing serve as a useful exercise for publishers to offer more accurate means for advertisers to reach end users, it actually allows them to save money,” says Olivier. “If a publisher knows they are targeting a specific segmented audience, they can print fewer pages and reduce costs. Even better, because they can faithfully ensure more focussed targeting, they can charge a premium.”

Looking ahead, ISI Print's men at the helm ponder the future with excitement and are enthusiastic about educating both new and potential customers on the capabilities of the firepower the company can deploy.

“We invested in HP because of the brand's established pedigree and hallmark reputation for robust quality. These are attributes that give us the reassurance we need of our print hardware and the confidence that we can faithfully meet the changing expectations of our customers,” concludes Jean.

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