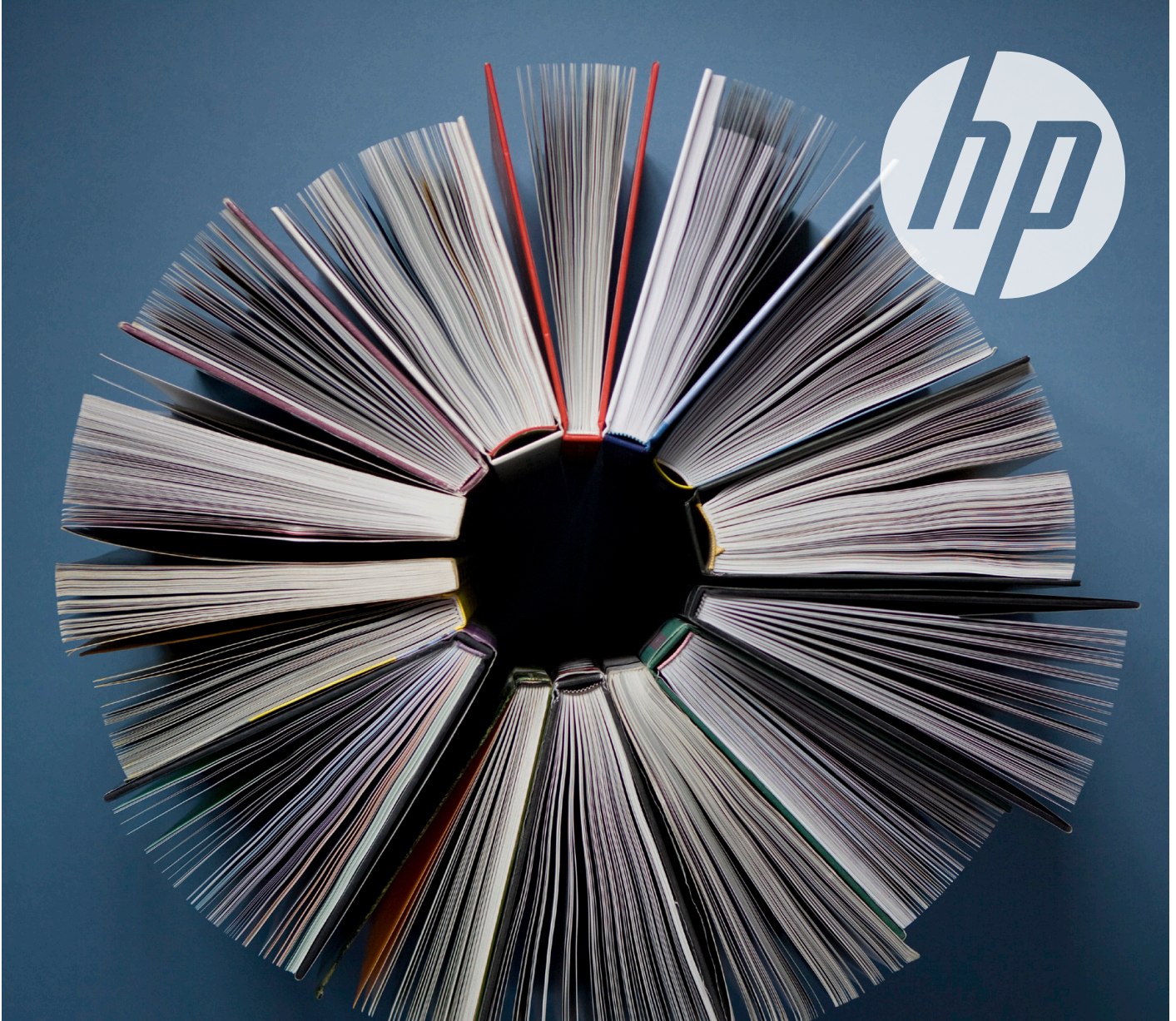


King Printing delivers on-demand publications, using the HP T350 Color Inkjet Web Press



AT A GLANCE

Industry: Publishing

Business name: King Printing Company, Inc.

Headquarters: Lowell, MA, USA

Website: www.kingprinting.com



King Printing Co., Inc.

CHALLENGE

- King Printing needed a fast and efficient press that could print a range of short-run publishing materials.

SOLUTION

- The company purchased two HP T350 Color Inkjet Web Presses, which offer exceptional print speeds, automation, offset-matching colour quality, and the flexibility to print a range of publishing products.

RESULTS

- The HP T350 Color Inkjet Web Press allows King Printing to match the quality of offset-printed books and deliver them on demand, helping its customers reduce their warehousing costs.
- With print speeds up to 183 m (600 feet) per minute and a flexible web width, the HP T350 helps King Printing expand into new publishing formats, including gloss-coated magazines.

“With the HP T350 we’re able to print on demand, rather than on speculation.”

—Adi Chinai, Managing Director,
King Printing

King Printing, a one-stop book manufacturer in Lowell, Massachusetts, judges its work by the number of hours it takes to get an order out the door and into customers’ hands. “Our success depends on generating books faster than anyone else in the marketplace,” says Adi Chinai, managing director at King Printing.

Customers of King Printing, a long-time, short-run book manufacturer, expect exceptional print quality and fast turnarounds that will allow them to get their products on the market quickly. Since installing the HP T300 Color Inkjet Web Press in 2010—and quickly upgrading to the HP T350 Color Inkjet Web Press—King Printing is better able to meet the demands of a quickly evolving publishing marketplace. “Publishers are looking for fast turnarounds. They’re also looking for high-quality work that’s offset-substitutable. We can fulfil both needs with the HP T350.”

In March 2012, King Printing installed a second HP T350 Color Inkjet Web Press to produce an even higher volume of educational and trade publications, putting the company at the forefront of the publishing industry’s shift toward digital printing.

Fast and efficient

Printing at up to 183 m (600 feet) per minute at full resolution, the HP T350 Color Inkjet Web Presses are now King Printing’s fastest digital presses, offering 50% more speed than the HP T300. Chinai compares it to adding a turbo charger to a car.

With speed at the core of King Printing’s business strategy, every aspect of its workflow needs to be as efficient as possible. Says Chinai, “King Printing has made a significant investment in automation. It starts all the way at the front end—order entry, file reception, file correction, processing—and then the press and post-press.”

Features like the optional HP Zero Speed Splicer add efficiency to the process by enabling quick-roll changeovers in as little as three minutes. In addition, the HP T350’s front-to-back alignment system captures marks on both sides of the web, allowing the operator to align frames without having to stop the presses.

To finish its book runs, King Printing uses inline HP partner finishing solutions, including the Hunkeler Double Plow Folder PF7 and the Muller Martini SigmaLine, to produce book blocks at full press speed.

The proof is in the productivity—Chinai estimates that each HP T350 produces 70 million pages per month.

The flexibility to meet demand

Many customers choose King Printing not only for quick turnarounds, but also because the company can print a number of different book sizes and formats. With a 762 mm (30-inch) web width and the ability to print on a wide range of substrates, the HP T350 has the flexibility to produce both specialty books and trade paperbacks.

Because it’s hard to predict what books will become popular in the coming year, long offset print runs often leave publishers with excess inventory and waste. The HP T350 Color Inkjet Web Press allows King Printing to



help publishers keep inventories and costs low by providing fast, on-demand printing. “We help customers by managing their inventory—connecting with them electronically and producing books as needed. With the HP T350 we’re able to print on demand, rather than on speculation,” says Chinai.

The media versatility of the HP T350 Color Inkjet Web Press also helps King Printing expand its product range beyond books. Using its HP T350, King Printing produces a series of magazines on gloss-coated paper. “Our experience with HP digital technology has really helped us push the envelope with our presses,” Chinai says.

Offset-matching colour quality

According to Chinai, the HP T350 delivers colour quality that matches offset, which allows King Printing to transition books previously printed using offset to digital print production. Whether printing preproduction, production, or end-of-life runs, and whether using offset or HP digital technology, the quality remains consistent. With the HP T350, King Printing can produce books that sit on the shelf next to copies printed using offset, without any noticeable difference.

It’s this ability to print what Chinai calls “extremely high quality at extremely high speeds” that is changing the economics of colour printing in publishing. Chinai notes that many of King Printing’s customers are now asking for colour versions of work previously printed in black-and-white. As the marketplace evolves toward high-value publications, digital printing is helping King Printing establish itself as a leading book producer.

A future with HP technology

When King Printing upgraded its HP T300 to the HP T350 Color Inkjet Web Press, the press was back in production within the week. According to Chinai, the installation of its second HP T350 went just as smoothly. He emphasises that the HP T350 has been a great investment, and he appreciates the collaborative relationship King Printing has with HP.

“The book business continues to be very dynamic,” says Chinai. “Our customers have embraced HP colour inkjet technology as the progressive way to move forward in book manufacturing.”



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