Vantage Intelligence produces color prints quickly and cost-effectively

Vantage Intelligence operates in the highly competitive print market, in Malaysia's capital, Kuala Lumpur. Efficiency and breakthrough speed are critical to providing the best service in the shortest time for its customers. These are mostly made up of architects, engineers and students who typically need detailed drawings, plans and posters.
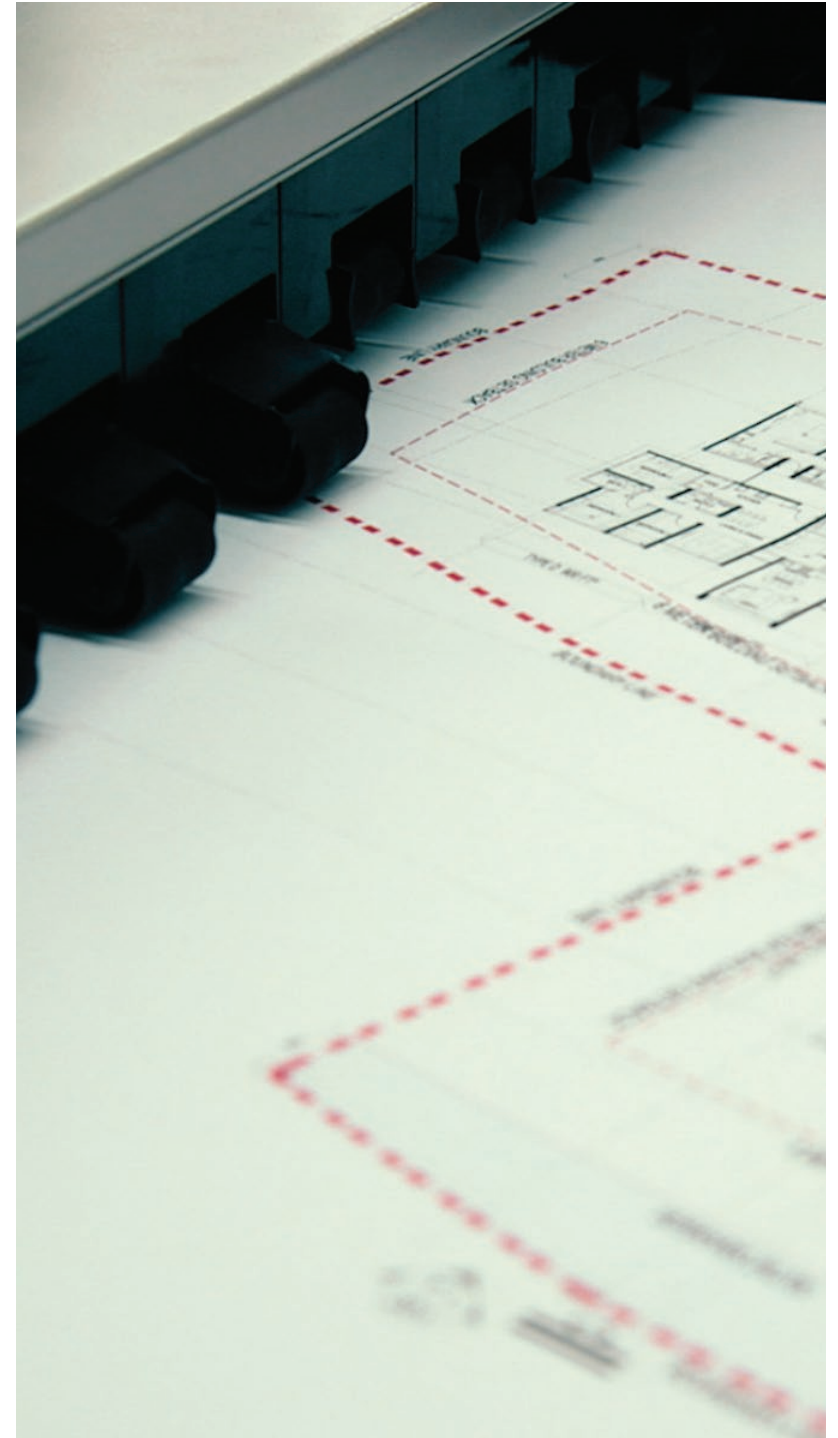
Industry sector: Repro Houses and Copy Shops

Business name: Vantage Intelligence

Headquarters: Kuala Lumpur, Malaysia

Testimonial from: Vincent Tay, owner

HP Solution: HP PageWide XL 8000 Printer

Challenge

Solution

Result

Increasing demand for color

Vantage Intelligence was struggling to produce low-cost, high-quality color prints quickly. With a range of customers, including architects, engineers and surveyors, many of whom need thousands of color and monochrome prints produced overnight, the company wanted to find a new print platform to meet their needs.

"We have to cope with an increasing demand for color prints, which in the past three years has increased from 20 to 50 percent of our output," explains Vincent Tay, owner, Vantage Intelligence.

Remaining competitive with the two local, much larger print companies competing for business is a constant challenge. The company had traditionally relied on LED printers for its large-format prints but these were limited to monochrome output and didn't reach the speeds required by demanding customers.

"For our clients, color is increasingly important. And for many customers, a mix of monochrome and color is required," adds Tay. "However, our existing LED printers couldn't keep up with demand or offer color as an option."

Speed and cost efficiency

Based on its previous good experience with HP, Vantage Intelligence looked to HP for a cost-effective alternative capable of high-quality, large-format color and monochrome print at speed. The HP PageWide XL 8000 Printer offers Vantage Intelligence breakthrough print speeds in monochrome and color. It includes a stationary 40-inch printbar that spans the whole printing width. As paper moves under the printbar, the entire page is printed in one pass, enabling very high printing speeds. To help maximize productivity, HP 841 PageWide XL Printheads and HP PageWide XL pigment ink are specially designed to enable extended time between service station cycles of up to hundreds of pages.

As the fastest large-format monochrome and color printer on the market, it not only allows Vantage Intelligence to offer fast delivery, but a wider range of applications and saves up to 50 percent in total production.[1]

As the HP PageWide XL 8000 Printer is so much faster than his competitors, Tay no longer finds himself working through the night to meet demands. "For us, speed is of the essence, particularly when dealing with architects who regularly email us PDFs at 7 p.m. and expect as many as 1,000 copies to be delivered by 10 a.m. the following day," explains Tay.

"The HP PageWide XL 8000 Printer gives us the all-in-one capacity to handle higher volumes of mixed print without compromising quality. We estimate it prints seven times faster than the previous device," continues Tay. "It was also easy to install; working with HP PageWide Channel Partners, we were able to get it up and running within two hours."

A revolution in low cost color prints

By producing color prints at lower costs, Tay can increase his share of the market and become more competitive.

"We are making substantial savings with the HP PageWide XL 8000 Printer. Not only has the cost per page dropped by 20 percent but our electricity bill has also been reduced by ten percent," remarks Tay. "That's a huge impact in a relatively short space of time. It's only been onsite for three months."

Advanced features of the HP PageWide XL 8000 Printer have enabled Vantage Intelligence to improve productivity and operator efficiency. The HP PageWide XL High-capacity Stacker automatically sorts prints, reducing the need for an operator, the HP SmartStream software automates workflow processes and the user interface makes using the printer simple.

"We are saving time and resources with the HP PageWide XL 8000 Printer, all of which makes us more efficient and adds savings that can be passed on to the customer," says Tay.

"We believe that this printer marks the beginning of a revolution much like the shift from analog blueprints to monochrome prints 20 years ago as people embrace color more widely. Previously no-one could introduce fast color printing without spending $100k+. Now fast, cost-effective color is a reality thanks to HP. I believe this has the potential to cause a huge transformation in the market and we are glad to be at the forefront," concludes Tay.