

HP Latex Technology brings new business opportunities to Ozone Enterprises thanks to its outstanding image quality and versatility



At a glance

Industry: Sign & Display

Business name: Ozone Enterprises

Headquarters: Gurgaon (Haryana), India

Website: ozoneprints.com



Challenge

- Achieve high image quality combined with durable output for outdoor and indoor display.
- Differentiate product offering to defend profit margins against fierce competition.
- Gain greater versatility to create new business opportunities with innovative products and applications from broader range of supported substrates.
- Create printed products for sensitive environments, that are able to meet customer demands for lower environmental impact of business processes.

Solution

- HP Latex Printing Technologies for high image quality exhibition prints with outdoor and indoor durability.
- HP Latex Inks offer a broad range of supported substrates, including recyclable materials.

Results

- Higher image quality for photo exhibition enhances Ozone Enterprises brand name for quality, attracting lucrative, high end customers such as fashion industry.
- Permanence ratings¹ offer complete confidence in output durability outdoor and indoor.
- 35,000ft² in one week thanks to high productivity with drying, handling and finishing straight off the printer, shortening project delivery schedule by days.
- 25 to 35 per cent year on year increase in sales from printed products with attractive higher image quality.
- Return on investment schedule reduced by over one third.
- Environmental credentials of HP Latex Printing Technologies are compliant with environmental guidelines for bus shelter displays.

“Thanks to the differentiation of our products with HP Latex, our sales have grown by 25 to 30 per cent per year as our brand gains a name for quality. We have recovered our investment about 35 per cent ahead of schedule.”

– Hardesh Dhingra, owner, Ozone Enterprises



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Fête de la Photo is the most ambitious visual arts exhibition ever to be held in India, with photographs at the main venue in Delhi alone consisting of approximately 35,000ft² of printed photographs. The exhibition includes works by Indian and French photographers displayed in large scale on top of buildings, in public spaces outside cinemas, in parks, subways and bus shelters, and more secluded spaces such as the public garden used for a black and white photo exhibition.

Promoted and organised by the Embassy of France in India, the Institut Français en Inde (IFI) and the New Delhi Municipal Council. Ozone Enterprises was selected to print the photographs after a rigorous selection process that reflected both the importance of this large scale project and the extremely challenging demands of delivering, within a week to ten days, photo quality output on a broad range of substrates for an outdoor exhibition that would last 60 days.

Ozone used HP Latex Printing Technologies to print the 35,000ft² project that included sizes ranging from minimum 30 x 88-inch photos to extra-large 308 x 100-inch prints, and numerous fine art exhibits in colour and black and white.

Exceptional image quality rises above the competition

Ms Chaudhary, head of communications and fundraising at IFI, invited a variety of printers to produce print samples for the selection process. Chaudhary says, “Ozone’s printed photographs matched our expectations in terms of image quality, the fidelity expected by the photographers, and the broad range of formats and substrates that they could print on using HP Latex Printing Technologies.”

Hardesh Dhingra, owner at Ozone Enterprises, explains why they beat the competition. “The key differentiator of HP Latex Printing Technologies remains the exceptional image quality both for durable outdoor and indoor display. We have been using HP Latex Printing Technologies for over five years now and HP continue to develop and improve the performance. The latest set of HP Latex Inks offer greater vibrancy and more intense colours.”

Outdoor durability gives confidence to save costs by not laminating

“After a period of a month outdoors the look and feel of the photographs was the same as the first day, in all weather, under strong direct sunlight and under halogen lighting at night,” Chaudhary says, adding, “The day we installed the billboards on top of the buildings, there was a freak storm but there was no damage to the images.”

Dhingra explains that Ozone’s experience of HP Latex Ink durability outdoors gives it the confidence not to laminate. “We couldn’t have got such high image quality combined with durability using any other printing technology. The weather didn’t affect the image quality at all over the exhibition period. The experience was great. In retail business timeframes, prints need to stand up to sunlight for a couple of years. In 95 per cent of our retail installations prints with HP Latex Inks do not require lamination, whether installed outdoor or indoor, because durability is exceptional.”

Prints that are dry straight off the printer save production time

“We completed the 35,000ft² project in a week. The printer was running 20 hours a day with minimum manpower. The prints are dry off the printer and that saves between four to six hours production time compared to a prior set up, and we have never had a problem handling and finishing a print straight off the printer. Prints do not require lamination so that saves more time and reduces material and labour costs. When we have to dispatch materials and have them mounted we can easily save a day, or even more depending on the volume,” says Dhingra, adding, “There is no odour and that’s a great improvement to working conditions, particularly when working around the clock. We don’t need expensive extractors or ventilators.”²

Dhingra underlines how the reliable production and robust output avoid wasteful and time-consuming reprints. “You can roll prints without cracking the ink, not like UV and solvents, and they stand up to wear and tear so you can handle, finish and install them quickly and easily. We did not need to do any reprints – not one,” he says.

Versatility and flexibility offer attractive new profit pools

“We are breaking into new markets where customers will pay a little extra to get top level, high quality, such as in fashion and retail businesses. We recently produced a high image quality, 50 by 100ft wall decoration on vinyl for a major fashion brand. We couldn’t have created this type of high end product without HP Latex Printing Technologies. HP Latex Inks are extremely versatile. They can print on a vast range of substrates, to create wallpaper or even decorated furnishings, and that’s an additional opportunity we believe we can exploit,” highlights Dhingra.

Dhingra cites other successful applications that Ozone can now offer. “Malls are reluctant to use vinyl prints in some places as they obstruct the view. So for a promotion, using HP Latex Printing Technologies we print on clear film applied to glass and install in halls and alleys without blocking out the view. We can create backlit banners that are popular because the lit background makes them eye-catching and noticeable. We have used the eco-friendly nature of HP Latex Printing Technologies to decorate office areas,” Dhingra explains.

Attracting new customers with prints that stand out from the crowd

The Fête de la Photo has been a ‘fabulous’ success Chaudhary concludes. “The exhibition has been an enormous success. Apart from the high number of visitors in downtown Delhi, there were over 250 articles published in every major media outlet within 15 days of opening, and we have been flooded with requests by public authorities and supporting foundations to repeat or extend the duration of the exhibition,” she says.

From a business perspective, Ozone is also enjoying the success. “HP Latex Printing Technologies are allowing us to hold our ground in the intense pricing war. The differentiation of our products with high image quality output both outdoor and indoor on a range of substrates, plus the ability to offer eco-friendly solutions, help us to protect our margins by attracting customers looking for something that will stand out from the crowd,” Dhingra concludes.

- 1) Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media and based on HP Vivid Photo Inks
- 2) Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations. HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected. Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).

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