

HP Success Story:

Botak Sign expands its service offerings with HP Designjet 9000s' compelling and durable high-quality image prints



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- Sim Boon Keng, owner of Botak Sign



As one of the largest print service providers in Singapore, Botak Sign's customers span a wide variety — from advertising companies, graphic designers and marketing companies to even other sign makers and print service providers (PSPs).

Botak Sign initially focused on vinyl sticker cutting. However, competitive forces and the evolution of technology compelled the company to switch its focus.

"As technology evolved, so did we. We invested in new printers and expanded our offerings," said Sim Boon Keng, owner of Botak Sign.

Today, several hundred customer orders are fulfilled each day by its stable of over 20 printers and 40 staff spread over 4,000 square feet in two locations in Singapore.

Botak Sign specializes in the printing of signages, posters, marketing collaterals, vinyl stickers and PVC banners. The items can be as

small as name cards or as large as 3.2-metre banners. Botak Sign takes on all types of print jobs – in colour or black and white, and on almost every media.

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Botak Sign found Hewlett-Packard large-format printers to be very reliable from its experience with the HP Designjet 5500 series. Sim also acknowledges that his customers trust the HP brand. With a stable of 11 HP Designjet 5500 series printers for the last five years, Botak Sign is the largest user of these HP large-format printers in Singapore and currently, HP printers make up 65% of the PSP's machines. In the five years since Botak Sign bought the HP Designjet 5500, its range of services offered has also increased, and its business has doubled.

At a Glance

Company:
Botak Sign Pte Ltd

Headquarters:
Singapore

Founded:
1992

Employees:
40

URL:
www.botaksign.com
www.botakimage.com

Primary Business:
Print services provider



"HP printers are very stable, and their customer service really increases the value of their products," said Sim.

Constantly on the look-out for new technology to further improve its service to customers, Botak Sign purchased two units of the HP Designjet 9000s in March 2006 to replace its UV ink-based printers, becoming the first company in Singapore to use the new high productivity digital printer.

What made the HP Designjet 9000s stand out for Botak Sign is its low-solvent inks in the HP 780 and HP 790 print cartridges. This six-color system produces a wider color gamut than comparable low/eco-solvent printers. These sophisticated 'low solvent' inks deliver a higher concentration of colorants for vivid color and high impact quality images that can last up to three years without lamination¹.

"We feel that the market is ready for this machine, as the Designjet 9000s' low solvent inks allow us to print vivid yet long-lasting color outdoor signages, like banners, window graphics and decals.



¹ Compared to other large-format printers within the same price range. Based on the recognized standard printing made in the digital print industry – 720 dpi with four passes per color – published by manufacturers as of January 2006.

² Optional accessory and is bought separately.

These specially formulated inks help us reduce total printing costs by 25%. At the same time, these inks produce higher quality and much more durable printouts than the UV inks we previously used to print outdoor signages," said Sim.

Designed to meet the printing requirements of print service providers like Botak Sign, HP Designjet 9000s is a large-format digital printer developed through a partnership with Seiko Infotech. It delivers production speeds of up to 176 square feet per hour at a print resolution of 720 x 720 dpi, and up to 220 square feet per hour at 540 x 720 dpi.

Botak Sign runs the HP Designjet 9000s 24 hrs a day, six days a week and goes through about 100 meters of printouts a day. Of note is the high performance HP Air Purifier System² that is designed specially for HP Designjets to provide a clean and safe printing environment, by reducing volatile organic compounds in the workplace.

"This has made the printer operator very comfortable, as the air quality is very good. With previous machines, we used to improvise and install our own air cleaner. Now, there is no need! The convenience has certainly saved us a lot of trouble," said Sim. Another impressive feature is the HP Designjet High Speed Dryer which results in printouts that are ready for immediate finishing. Botak Sign has found this especially useful when printing backlit media for light boxes, which would usually take a long time to dry. This feature has helped Botak Sign to shave off the production time. Already equipped with a one-year warranty, Botak Sign chose the extended warranty option, enjoying HP coverage for up to three years. This HP post-sales support means help is only a phone call away, with access to a team of professional call centre staff and after-sales engineers.

"The HP support staff we've encountered take ownership of the problem. When a machine needs repairing, they ensure the problem is fixed by the next business day. If they do take the machine back with them for further attention, they promptly provide a replacement unit for us to use in the meantime. Working with HP has given us peace of mind, with no headaches."

Botak Sign uses only HP original inks, and being a user of a large volume of HP ink cartridges, has been recognized as an HP Supplies Most Valuable Customer. As part of this programme, the company receives perks, such as free delivery of HP Supplies, fast turnaround for the replacement of defective-on-arrival print cartridges, fax/Internet ordering facility and guaranteed stock availability.

For more information about HP, call 1800 278 8100 or visit us at www.hp.com.sg/smb

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