

Case study

Speed, flexibility and capacity create business difference for Formost mediaOne



HP PageWide Web Press T230 reduces turnaround times to transform efficiency and win new business

Challenge

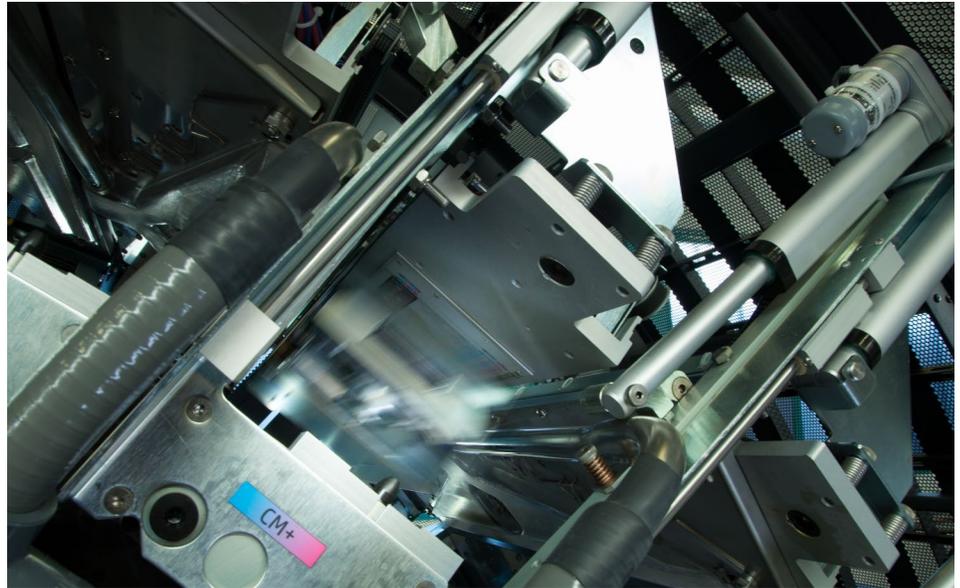
- Win new business and expand into new categories, verticals, and territories
- Reduce print turnaround times, allowing customers to print closer to campaign drops
- Enable greater customization
- Improve stock flow to reduce forward-ordering expense and strain on warehousing space

Solution

After a detailed assessment of market options, Formost mediaOne selected the HP PageWide Web Press T230. The choice was based on versatility, quality, speed, capacity and ability of HP to provide ongoing support.

Results

- Reduces print times from two weeks to two days
- Brings potential print capacity to 100,000 impressions/hour
- Enables business to support dynamic customer communications



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– Alex Calpito, director of operations, Formost mediaOne

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mediaOne
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Formost, founded in 1981, provides document outsourcing, transaction printing and direct mail services. Primarily servicing the marketing and billing sectors, Formost produces and distributes variable-imaged documents, direct mail pieces and customized corporate communications material. By investing in the HP PageWide Web Press T230, the business has become faster, more dynamic, and better placed to drive long-term success.

“We’re better able to manage the peaks, and to fill the troughs with new business. Overall, our production is more efficient.”

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Industry:

Print and mail services

Company name:

Formost mediaOne

Location:

Ontario, Canada

HP equipment:

HP PageWide Web Press T230

Website:

fmo.ca



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“I bring clients in just to look at it. They’re awestruck. It’s beautiful. When the room is dark, honestly, it looks like a spaceship.”

Ben Gaudet, an account manager at Formost mediaOne, an Ontario print and mail specialist, loves his company’s HP PageWide Web Press T230. Gaudet says new business can be won just by customers seeing the machine: “Customers are floored when they see it for the first time.”

Adding reactivity

“We were able to transfer 40% of our business over to Inkjet immediately,” says Alex Calpito, director of operations, Formost mediaOne. “We continue to supply offset, but three years ago we recognized we needed to invest in the future of the business.”

Formost mediaOne could have continued to drive a living out of offset, but the long-term prospects were not favorable. Customers wanted faster turnaround times, with the ability to make changes closer to delivery drops. “The market is reactive. We wanted to be more flexible,” says Calpito.

The decision to invest in the HP PageWide Web Press T230 was not taken lightly. “It was a multimillion dollar investment,” says Calpito, “but the more we looked at it, the more it became clear that none of our competitors had this solution. The HP T230 was the right product at the right time.”

He says alternatives were considered, but HP offered several compelling features. “We’re already buying rolls for the offset printers, so the continuous feed of the T230 was a big deal. Also, the T230 is adaptable. We can customize it to our needs, with an EMT finishing line with dynamic perforations, MICR capabilities, in-line hole punching and sheeting.”

With Formost running double shifts, and the printer running almost continuously, the reassurance of HP 24/7 support was a crucial factor. “Ultimately, we’re in the service industry. We understand that we must provide a service, and we recognize great service in others. We have HP on the end of the line, any time.”

Higher volume, more efficiency

The HP T230 enables Formost to offer a true ‘White Paper’ imaging solution going from 22” wide, 50” diameter mill rolls to finished product at 400 feet per minute. At almost 1,800 two-sided full-color letter size impressions per minute, the press brings Formost mediaOne’s overall imaging capacity to over 100 million impressions per month. Print runs that used to take two weeks between offset and laser are now being completed in two days.

Formost mediaOne can offer customers high-value applications, mass customization, exceptional color, MICR, and faster turnaround times. This versatility allows the company to talk differently about its services, helping win new business with Fortune 500 clients, and group together print runs for smaller customers.

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For marketing communications, the T230 shortens production lead times. This allows customers to sign off designs closer to the drop, or to make changes mid-campaign.

“Email and social are clearly important, but the flexibility of the T230 allows us to more closely integrate print with these marketing channels,” says Ben Gaudet.

This has a significant impact behind the scenes. Formost mediaOne is faster to turnover print stock, it doesn’t need to commit to supplies so far in advance and needs to hold less stock for customers in its warehouse space. One financial services customer saved \$50,000 by being able to make last minute changes to its tax mailer.

“We’re better able to manage the peaks, and to fill the troughs with new business. Overall, our production is more efficient and expanded our capacity by leaps and bounds,” says Calpito.

Right message, right person

Krown Rust Control is a long-term Formost customer. It provides rust-protection for vehicles and is a leader in the North American market. Print communications are an important part of its marketing communications strategy, particularly for its annual reminders to customers.

The T230 allows Formost mediaOne to customize Krown’s print runs. In 2017, this meant three different versions in one run, including a promotion and competition based on a new Hollywood film.

“Transitioning to the T230 has given us so much more flexibility,” says Letizia Stellinger, Krown’s direct mail marketing coordinator. “We’ve also reduced costs since we no longer need to pre-order and warehouse offset stock, which has also resulted in less waste because we’re printing exactly what we need. It’s a real game changer!”

“It’s crucial for Krown to hit the right person with the right message,” adds Gaudet. “Last year it credited its mail campaign with generating 75-80% of repeat business.”

For Gaudet, these are brilliant stats to take into new business meetings. However, nothing beats bringing customers in to see the HP T230.

“We take a sample file and invite them in to see the run. I’m looking for buying signals – and, if the customer is standing at the end of the press looking at the quality coming off the HP T230, they’re sold right there and then.”

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