

## Case study

# Elanders

Elanders works with HP Financial Services to enable its digital transformation and innovation.



### Organization

Elanders Group

### Country

Germany

### Industry

Publishing

### HP

- HP Indigo Digital Press
- HP PageWide Web Press

### HP Financial Services

- Investment Solutions
- Technology Refresh



**“As a rapidly-growing printing conglomerate Elanders Group is focused on maximizing our ability to invest in innovation. We need to meet customer needs reliably and quickly—even across country borders. For more than a decade HP Financial Services has been helping us to acquire and pay for HP digital print technology and finishing systems. That means we can sustain our global consistency and maintain our competitive edge with the flexibility to refresh our technology every three years.”**

– Peter Sommer, Head of Print & Packaging Solutions Europe, Elanders Group

## Organization profile

Founded in Sweden in 1908, the Elanders group has grown to become a multinational conglomerate operating in 15 countries in 4 continents and with customers around the world. In 1997, the company embarked on a program to create a global graphics group built on strong leadership and special competencies in key niche markets. Core to this is continuous offer development around advancing technology and customer needs. The group is growing by acquisition and today, comprises 3 complementary business areas—Supply Chain Solutions, Print & Packaging Solutions and e-Commerce Solutions.

The print and packaging solutions area has ten production sites on four continents, over 1,700 employees and generated a turnover of €245 million in 2014. Elanders produces everything from photo products, marketing material, user information packs, and personalized packaging.

Elanders focused on building leadership in niche markets—one of which is automotive. Using HP investment solutions, Elanders acquired leading edge HP digital print technology and now prints manuals for all the leading car manufacturers in Germany. Elanders is able to print on demand, in small runs, to personalize and to deliver in sequence straight to the production line, just in time, on a daily basis.

### Business situation

Elanders has made the long journey from being purely a printer, mainly operating in Sweden, to becoming a global service provider with business on four continents. The digital revolution, overcapacity and the global financial crisis all put pressure on the graphics industry. Elanders was determined to transform, deciding to reduce its exposure to traditional print and to develop its offer in digital print and e-commerce.

Elanders needed to invest in digital technology—it recognized this as the growth engine for the future, wanted to be in the lead and to differentiate through innovation. It also recognized that digital print is a profit enabler too, though the opportunities for new, higher margin personalized and short run, just in time services and solutions.

### Solution

In order to accelerate the growth of its digital print business, Elanders has progressively built a new European digital printing center in Waiblingen, Germany, which today comprises three HP Indigo W7250 Digital Presses, four HP Indigo 7800 Digital Presses, an HP Indigo 10000 Digital Press and two HP T-230 Page wide web presses. Together, these presses produce an average of over 40 million page impressions each month or close to half a billion per year.

HP Financial Services has worked with Elanders to help execute their digital transformation, initially enabling Elanders to acquire their first HP Indigo web press in 2003 and then helping them progressively build up the print center to full operations, avoiding large capital expense and aligning costs to revenues at the same time. As new technology has become available, Elanders has been able to easily and quickly adopt it, without being tied to owned legacy equipment. HPFS investment solutions have enabled Elanders to

acquire more than 15 additional presses and, equally importantly, the associated finishing equipment from other providers, representing an investment of more than 10m euros.

This in turn has enabled Elanders, who are always looking at new business opportunities to deliver more value for their customers, to switch more and more work from offset to digital, build their digital business for the future and invest in further acquisitions.

### Benefits

- With HPFS help, Elanders has been able to access innovative new technology quickly and easily when they need it to accelerate their business transformation and competitive advantage
- Elanders is able to develop new higher margin products and services which help them achieve their ambitious sales, profit and margin growth targets
- Elanders is able to keep pace with technology and stay at the leading edge with a built in technology refresh, avoiding long depreciation cycles
- Elanders can do business easily—HPFS provides a one stop shop for the whole solution, including third party finishing equipment
- Elanders gets the right solution at the right time – HPFS uses its knowledge and expertise in Elanders business, the print industry and digital print technology as well as finance to create the optimal solution for the business
- Elanders values the flexibility, agility and speed that working with HPFS delivers as well as the ease of doing business
- With HPFS investment solutions, Elanders has predictable costs, aligned to its business plan and revenues and has been able to deploy its capital in pursuit of its acquisition strategy.

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