



Forma Certa

# The Disrupter

on how

## Print and digital collide

Brazil's Forma Certa focuses on personalization for courseware and books. It relies heavily on the HP PageWide Web Press T230 and HP PageWide Web Press T240 HD because their growing audience demanded the speed and flexibility of the digital model, but for bound products. Now they have innovated a model for warehousing on an as needed basis that avoids long runs and stockouts. Fabricio Lemos de Souza and his siblings firmly believe that publishing at a micro-level is the wave of the future.



Forma Certa  
**Fabricio Lemos de Souza**,  
Owner & Designer  
Country: Brazil  
Segment: Publishing

HP: Fabricio, why did you decide to go into print in the traditional sense?

FL: There was so much demand for traditional that we couldn't ignore it. Clients wanted a choice between eBooks or printed copies at an affordable cost. But we didn't want to be a commodity provider to publishers; we wanted to come up with a new paradigm. So we brought in the HP presses specifically to help with our digital asset management. We get short-run orders for printed versions of our products, and that's all we warehouse. We only do reprints when necessary. This is good for our business clients since they don't have to pay all that overhead storing thousands of copies that aren't needed yet.

HP: Today you use an HP PageWide Web Press T230, an HP PageWide Web Press T240 HD, and an HP Indigo 10000. Why did you turn to HP for inkjet?

FL: We had to differentiate ourselves on speed, quality, and price. With the HP PageWide Web Presses, we can print on locally sourced papers, coated and uncoated. That helps us streamline our production while matching offset quality. HP met our needs perfectly.

HP: What opportunities does this hardware open up for you?

FL: With HP web presses, we are able to turn discourse into effective practice. It is possible to print in a smarter and more sustainable manner in quantities that customers really need and, thereby, reduce inventory costs. On the other hand, in addition to small quantities, we can help our customers get unique and personalized products on a larger scale.

Forma Certa has consolidated its presence in Brazil with several success stories on that product line, helping to positively impact hundreds of thousands of children... We can give an example of a case we like very much. A child, through pedagogical guidance, builds a story with illustrations and text. All this is digitized, and the parents are invited to write a bio of the little author. After that, they can choose how many personalized books they want to buy, and we have them printed on our HP solutions. This wonderful project has fostered literacy and reading here in Brazil.

**“Suppose your three-year-old loves dragons and wants a story about them. We can request content for a tale about them fighting dragons. It’s personalized with their name and illustrated to match the child’s appearance. Then we print, bind, and fulfill it.”**

HP: That's fantastic. It really is an innovation. What's the response been like?

FL: The response to this concept was so overwhelming. We had sold-out capacity on the inkjet for six months out, and we were running 35 to 40 million pages per month. That's 40 percent inkjet growth every year since the T230 went in. We had to install the T240 just to keep up with demand.

HP: Congratulations. And this all grew out of coursework.

FL: Yes, we worked mainly in education, personalizing coursework for students so we could version out the content and bring it to an individual level. And the children's stories evolved from that. This kind of publishing changes not only the relationship between the school and the student but also between the publisher and the educator. The HP presses deliver such specialized results in high quality at reasonable costs that we can make it happen. And since we've added HDNA to our presses, we've done collateral, promotional, magazines, tech manuals, and other books of one. We can bind anything, even single copies, with our Hunkeler inline binder and take printing to a whole new level.

HP: And all of this is possible only in digital.

FL: Yes. From the start, we wanted to be a tech-savvy shop that offered what traditional offset printers didn't. We've had 24-hours-a-day service from the beginning. We manage our own assets and handle the workflow all from a central IT organization. Complete control in-house means we keep tighter reins on our products. That's what family-owned companies like to do. And as we expanded, we hired people who shared our love of digital and education, and it just grew from there. Publishing is no longer just a mass medium. It's for the individual as well, in the literal sense. That's what I and my brother and sister have long dreamed of. Want to write a book for an audience of one? It's yours. When do you need it?

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit [hp.com/pagewidewebpressT250](http://hp.com/pagewidewebpressT250).

