



California dreaming

How Thomas Ling worked to assure success for a generation.

Advantage Color Graphics
Thomas Ling, President
Country: US
Segments: General Commercial Printing & Direct Mail





The bravest thing a leader can do is acknowledge that it's time for a change. Tom Ling, President of Advantage Color Graphics, could have done the easy thing. His shop could have coasted on more than 25 years of success, conducting business as his company always had. Why not? Starting from a tiny mail shop in Orange County, California, Advantage had blossomed into a print powerhouse with 500+ employees and five locations across three states. Tom could have easily stuck to the same commercial print, direct mail, and marketing services. But complacency is not Tom's way.

HP: Tom, what did Advantage do to accelerate growth the way you have?

TL: I always have an eye out for those technologies that will elevate my business. And that means we have to elevate our clients' businesses first. We're here to offer them the best solution. If that means thinking differently, so be it. We have to keep surveying the technological environment. What will make our offerings more versatile? Faster? Cost-effective? If we don't live up to our values of quality, experience, and world-class service, we're falling behind.

HP: So in 2019, you installed the HP PageWide Web Press T240 HD for commercial printing. Talk about your thinking behind that.

TL: We were looking forward, seeking a proven solution, and this installation offered just the breakthrough advantage we wanted in the new generation of digital presses. The T240 streamlines production by cutting out prepress steps without sacrificing print quality. That means we can offer much faster project turnarounds. Jobs that would take weeks on offset can now be done in days.

Our customers honestly can't see the difference in quality between inkjet and offset. They're amazed to get vivid, sharp images delivered in a fraction of the time.

HP: How has that affected your operations?

TL: We're good with all kinds of client revisions and last-minute requests. It's a fully digital environment, so production flexibility has really taken off. We can do personalized manuals, letters, mailings, postcards, posters, catalogs, brochures, and books in any quantity. All the changes can be finalized, approved, revised again, and reapproved as PDFs instead of press checks. That means added value since we can meet sustainability goals. Less production waste, more energy efficiency. Then we use other machines to do the finishing work.

HP: How are you able to see the future of printing like that? Have you got a crystal ball or something?

TL: If you want to offer unmatched versatility to your clients, you have to keep an open mind. Assess the changing business landscape and do the investigative work you need to explore the possibilities.

We're ideally positioned for continued growth and the T240 will be supported by HP for years to come. If you have a trusted vendor and manufacturer like HP, they've got your back and they'll make sure you're successful for the next 25 years. What printer wouldn't want a partner like that?

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.