



Tricks of the trade

Jon Bailey on how the HP PageWide Web Press T240 HD became the trick up his sleeve.



Precision Proco Group
Jon Bailey, COO
Country: England
Segment: Direct Mail & General
Commercial Printing

HP: Jon, you've said it's important that Precision Proco Group remains a pioneering company. What were your goals when you decided to include web inkjet in your offerings?

JB: Yes, the pioneer spirit is in our DNA. Our customers expect it and we expect it of ourselves. Our goals were to change the way we approach the market and expand the products we can take on. The advent of web printing and dynamic content, demands that we embrace new technology in order to remain competitive. You see, clients expect their runs to finish faster and drop with pinpoint accuracy. That's only possible with inkjet and data management.

HP: And so you went with the HP PageWide Web Press T240 HD. Can you explain what the press does for you?

JB: We tweeted recently that we have a few tricks up our sleeves to help customers get more from their marketing experience. And the biggest rabbit in our hat is the T240. It really is kind of magic the way it can produce high-volume and high-quality print runs. That was the hashtag, by the way: magic.

Our clients expect things to be landed on their doorstep immediately. It doesn't matter if their runs are small

“Now you no longer have to choose between volume and quality, and you definitely don't have to choose between what's possible and what's not possible.”

Sheffield, once an industrial powerhouse in the UK, is evolving into new enterprises via technology. Among the success stories in this new school of business is Precision Proco Group—specializing in print, direct mail, litho, large format, and inkjet production. Recently, as data and dynamic content began taking more and more share of the shop's DM bandwidth, COO Jon Bailey realized it was time to embrace inkjet. He installed the HP PageWide Web Press T240 HD, expanding Precision Proco Group's capacity by up to one million packs per day.

or large. What matters is that the run is done right and it gets to the right people at the right time. The T240 allows us to have really high utilization by ganging multiple jobs up into one run, and also, it's very flexible when we need to do multiple runs for different clients.

HP: How do you explain the benefits of the HP PageWide Web Press T240 HD to your customers?

JB: We impress upon them that they can do smarter marketing and get more ROI off their data and their customer data. The targeting we can achieve today was simply not possible just a few years ago. And now, when clients share their data with us, we can open up the power of customized print and personalization that helps them connect with customers more effectively than ever.

It's the first law of compelling marketing: Answer the customer question, “What's in it for me?” When you can do that for each individual recipient of a communication, you'd better brace yourself for some amazing results.

HP: And what about the company behind the technology? What is your relationship with HP like?

JB: When you're working with partners like HP that are driving the industry and striving for new innovations, it's an exciting place to be. As a business, we're all about doing new things for our customers; so simply by being able to open up the power of personalization with the flexibility and the quality of HP Color, we're just adding masses of value to their business, which is critical for us.

Now you no longer have to choose between volume and quality, and you definitely don't have to choose between what's possible and what's not possible. Offline is really going to have a big part to play in the next generation of marketing. And HP will continue partnering with us to drive new ideas and new value.

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.

