

## Case study

# King Printing sets new quality standards for digital color with landmark investment



**Boston-based book manufacturer and publications printer uses HP HDNA technology to attract high-end color jobs**

### Challenge

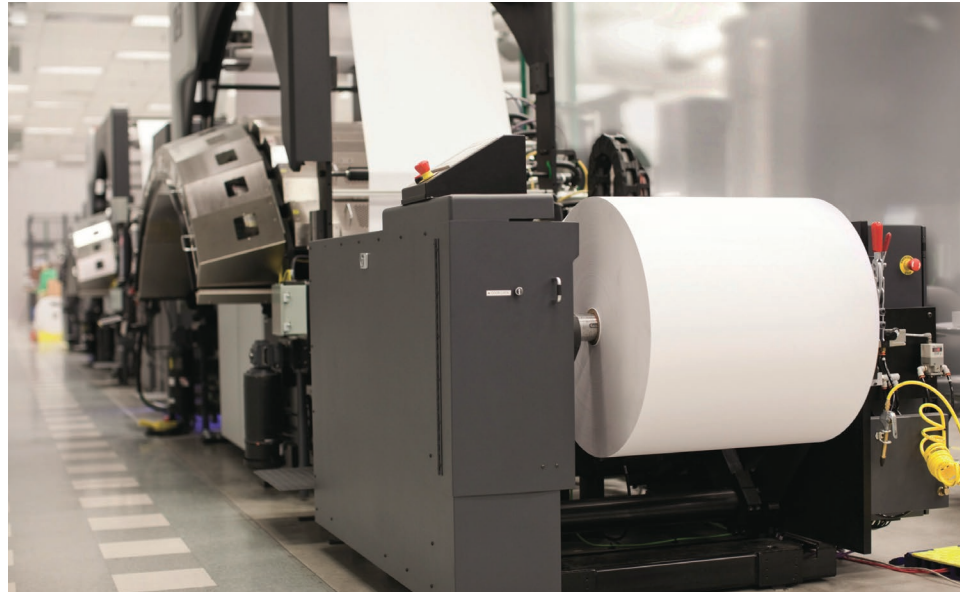
- Maintain a technological and quality edge in a challenging market
- Continue to grow by attracting high-quality color jobs from new and existing customers

### Solution

- Upgrade an existing HP PageWide Web Press T230 with High Definition Nozzle Architecture (HDNA)

### Results

- Print high quality output which attracted art book and high-end publication publishers
- Increased flexibility of workflow
- Differentiation in publications market
- Extremely satisfied customers



**“It has always been our commitment to implement the newest and best-in-class technologies available. Upgrading our HP PageWide Web Press T230 to the High Definition capability has made a step-change in quality and opened new markets for us.”**

—Adi Chinai, President, King Printing Co., Inc., Lowell, Massachusetts

King Printing Co., Inc., of Lowell, Massachusetts, upgraded its HP PageWide Web Press T230 to an HP PageWide Web Press T240HD with the new HP High Definition Nozzle Architecture. As the first printer in North America to install the technology, it is attracting new business and encouraging publishers, that have previously been unable, to move to digital printing by offering higher quality color products than previously available.

“We have had a long and successful partnership working with HP, we have been able to maximize the performance and quality of the new HDNA technology. It is impressing our existing and potential customers who had never before considered digital an option for their publications.”

—Adi Chinai, President, King Printing Co., Inc., Lowell, Massachusetts

**Industry:**

Publications (books, magazines, journals, catalogs)

**Company name:**

King Printing Co., Inc.

**Location:**

Lowell (Boston), Massachusetts, USA

**HP equipment:**

HP PageWide Web Press T240HD and multiple other HP PageWide Web Presses

**Website:**

kingprinting.com  
adibooks.com



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## Challenge

### Attracting a broader gamut of work

King Printing holds a unique position as a publications printer in that 99% of its work is digitally printed. Since its establishment in 1978, the company has developed its digital capabilities with web and sheet-fed presses using inkjet and dry toner technologies. King Printing also retains an offset litho capability, giving it the ability to offer a flexible solution to customer requests.

“We have customers from coast to coast, and undertake international work in cooperation with our Global Alliance Partner, another HP PageWide Web Press user, Rotolito Lombarda, of Milan, Italy,” says Adi Chinai, President, King Printing Co., Inc. “We print trade and mass-market books, magazines, journals, and catalogs. Each type of publication has its own specific requirements and our workflow, presses and finishing equipment have been designed to match those needs.”

“It shows the power of digital technology that a company in Lowell, Massachusetts has a global reach,” Chinai says. “But, to keep that position, investment must continue.”

“We were aware that our customers had publications in their portfolios with print quality demands that we could not meet,” he explains. “We needed a way of bringing in these titles, as well as proving to those who still resist digital printing that high-end quality can be achieved cost-effectively.”

## Solution

### Improved press performance and superior color reproduction

King Printing had been thinking ahead when it installed its latest HP PageWide Web Press T230.

“When we saw HDNA print samples, we felt this was a solution that could take thermal inkjet printing further into the publications market,” Chinai explains. “But, we wanted to install the T230 press and get it into production before carrying out the upgrade.”

Quality and speed were important factors for King Printing, and HDNA technology promised both. With 2400 nozzles per square inch, the upgraded HP PageWide Press T240HD delivers superior quality at speed to produce better image grain, smoother skin tones and transitions, and improved color matching.

Also an important factor was reliability. Operating three shifts and working for customers needing to meet regular publication deadlines added to the attraction of the established HP PageWide platform as did the support levels provided by HP.

With its dual print modes, performance mode and quality mode, the right standard can be chosen for each job. Automatic color-to-color registration ensures pin-sharp results.

“The upgrade to the HP T240HD took 10 days in December (2016) and went very smoothly,” Chinai says. “It was like getting a new press, but without the hassle and level of cost.”

One of the advantages of installing the HP PageWide Web Press T230 first was that new finishing equipment was installed at that time and there was no further disruption in the press room.

“Also, our operators were already trained to an advanced level, so that only a short period of additional training was needed,” he says.

## Results

### Print quality for discerning customers

The HP PageWide Web Press T240HD integrates into King Printing’s proprietary front-end.

“It’s a solution we developed and it drives all our digital presses: web and sheet, inkjet and dry toner,” Chinai explains. “It’s platform agnostic and we handle jobs based on category type: books, magazines, catalogs, and so forth.”

The category approach is also used to choose the press and print quality mode.

“That means we don’t use one cross-over point to decide how to print the job,” he says. “It’s considered on a job-by-job basis according to the type of work and the intelligence built into its workflow.”

“The performance mode on the T240HD is a step up in quality and highly suited for a vast majority of the jobs King produces. The quality mode is for very high-end products that require that special look,” Chinai says.

“The way the press handles coated and uncoated stocks is impressive, too. The scientific and medical books that require fine detail can be run on coated gloss paper, which also makes children’s and cook books look amazing.”

The HP PageWide Web Press T240HD can run stocks from 40 to 140lb. text, and 80lb. cover (40 to 215g/m<sup>2</sup>).

As far as differentiating King Printing and attracting new work, Chinai is very pleased.

“Customers who are using HDNA are thrilled,” he says. “We are able to partner on and produce quality-sensitive work that we couldn’t before, and are attracting remarkable interest from potential customers.”

Chinai says that HDNA is living up to expectations and hopes to upgrade other presses to ensure that King Printing has the capacity to meet expected demand.

“There is a certain niche for high-end book, magazine and catalog printing,” Chinai concludes. “Our challenge is to help publishers to think Inkjet, and this technology helps us do that.”

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