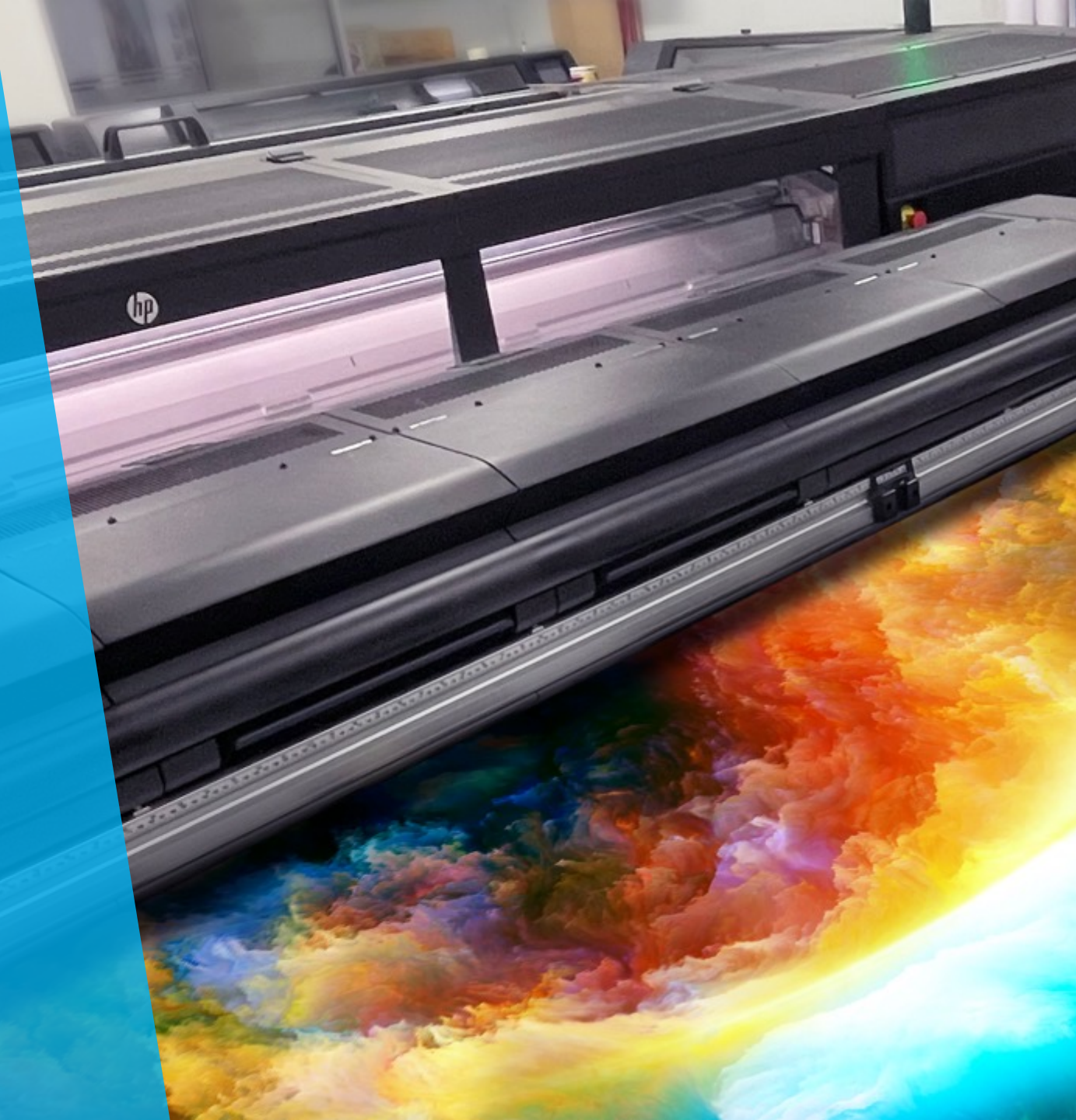




Latex R Series Success Story

Megapixel Case Study
Singapore



About Megapixel

PSP specialises in indoor/outdoor advertising materials, customised POS and FSDU displays



Est. 2016 in Singapore



Top 10 Finest Large Format Printer in Singapore



24/6 Operations



7 HP Latex Printers



Print Solutions

- FSDU
- POSM
- Indoor & Outdoor Graphics
- Events & Backdrop Fabrication



Main Challenge: Workflow Improvement

Expansion to end-to-end solutions including fabrication works led Megapixel to purchase HP R2000 to improve workflow

- Previous FSDU workflow with roll-to-roll printers: longer production of two weeks, with the need for mounting and costly lamination
- Took one month to finish 500 standees
- Need to print directly on rigid materials
- Surge demands of direct printing on rigid materials
- Required environmentally friendly printing solutions



The HP Latex R2000 Solution:

Biggest business advantages since 2019 installation

- Simplified workflow: reduced up to 3 manpower hours in the mounting and lamination process
- 15%-20% material cost reduction
- Expanded FSDU production offerings: direct printing on wider range of rigid materials, including acrylic glass and textured laminates
- Delivered greater brand compliance: perfect colour matching on both sides & more durable FSDU prints
- Captured growing eco-friendly market: environmentally certified Latex inks



50% Increase in Productivity

“ We were able to cut production time from 3 days to 1 day when we print corrugated for FSDU on R2000 since we don't have to do mounting and trimming. This workflow improvement significantly reduces our cost. ”

Bernard Chew, General Manager



Differentiate from Competitors with Media Versatility

“ Now, we can **say yes to all types of jobs** with R2000. We can showcase our creativity by **printing FSDU directly to wood**, and a wide range of substrates including paper and plastic formboard, PVC foam, corrugated board, acrylic, polycarbonate, and aluminum composite panel. Results were amazing and it completed the look and feel. ”

Bernard Chew, General Manager

Beer FSDU requires wood material to hold the weight



**No crack when
bended or folded**

SEKKISEI
CLEAR WELLNESS

RECYCLE, REUSE
& REDUCE PROGRAM

#GiftFromTheEarth

Bring 3 Empties, Get 2-pcs Gift
and \$5 voucher

**HP Latex White inks produce
whitest inks and doesn't
turn yellow over time**

SEKKISEI
CLEAR WELLNESS
Clear and Smooth Healthy Skin

Things we collect:

Colour Consistency & Print Intended Customer Designs

“

With R2000, we can produce **accurate and consistent colours** to meet our clients' stringent brand guidelines and enable us to align with customer's sustainability requirements.

Latex inks also produce glossiest whites that don't turn yellow over time and do not crack when you bend or fold rigid applications, unlike UV inks that fade or yellow after two years.

Having these capabilities enable us to grow our business in the FSDU segment.

”

Bernard Chew, General Manager

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ARTISAN

OF TASTE

“ Since HP is the only large format printer brand to earn the ECOLOGO® certification for latex printing, the R2000's water-based, odourless Latex inks are safe for both our print operators and customers.

Printing on sustainable materials like fabric, polyester and repurposed media also lets us explore new, eco-conscious markets. ”

Bernard Chew, General Manager



Recyclable, returnable
& safe disposal



Eco-conscious
media



Non-hazardous printing



Meets stringent health and
environmental criteria



Odourless, low-emitting
water-based inks

UL ECOLOGO®

A prominent, voluntary certification issued by UL Environment and recognized worldwide, ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environment considerations. The standard criteria include testing for heavy metals content and solvents requirements for low VOC content levels, as well as product recyclability. HP is the only large-format digital printing manufacturer to earn ECOLOGO Certification for latex printing as of January, 2016. See ul.com/EL

Sustainable Printing Solutions to Growing Demand for Eco-friendlier Prints

The HP Latex R Series Business Impact



Agility and business
sustainability in time
of uncertainty



New market segments
unlocked with flexible and
personalisation technology



CORONAVIRUS 2019-nCoV

SAFETY ADVICES AND TIPS

UPDATED



SYMPTOMS



FEVER



COUGH



SHORTNESS
OF BREATH



SORE THROAT



HEADACHE

PREVENTION



WASH HANDS WITH
WATER AND
SOAP/SANITIZER,
AT LEAST 20 SECONDS



AVOID CONTACT
WITH SICK PEOPLE



DON'T TOUCH EYES,
NOSE OR MOUTH WITH
UNWASHED HANDS



WEAR A MASK



AVOID
CROWDED PLACES



AVOID CONTACT WITH
ANIMALS AND ANIMAL
PRODUCTS



DON'T SHARE
EATING UTENSILS
AND FOOD



DON'T EAT RAW FOOD,
THOROUGHLY COOK
MEAT AND EGGS



AVOID TRAVELLING TO
AFFECTED AREAS
UNLESS NECESSARY



IF YOU BECOME SICK
SEEK MEDICAL CARE
IMMEDIATELY

IF YOU ARE INFECTED



STAY AT HOME



AVOID CONTACT
WITH OTHERS



COVER YOUR NOSE
AND MOUTH WITH
TISSUE OR ELBOW
WHEN SNEEZING



PUT TISSUES
IN THE TRASH BIN
AND WASH HANDS



KEEP OBJECTS AND
SURFACES CLEAN



Pivot During Pandemic: Printing for Shopper Safety

“ With social distancing, the need for prints and signs are crucial for social order. With R2000, we are able to **provide faster end-to-end turnaround time**, from design and production to installation of stickers and signages printed on vinyl, acrylic, aluminum, wood, and Forex PVC, foam and Kapaline boards. This was crucial for us as local shops had very little time to prepare around Covid-19. ”

Bernard Chew, General Manager

Exciting Opportunities with Special Projects

Limited Edition Osim X Disney Collection

- Printed with R2000: customised 9mm plywood structure with LED + Forex PVC & Kapaline boards + Orajet stickers
- Accurate colours of Latex inks allow Megapixel to meet stringent branding guidelines



“ With HP Latex R2000,
we can now explore
and expand into the
packaging segment,
with focus on
oversized boxes and
personalisation. ”

