

hp success story



hp designjet 5500 is the main event for leaders in large format print



Signage is a vital component of large events. From soccer's World Cup to the Edinburgh Festival and the Commonwealth Games, it's quite likely that the eye catching signs you see have been printed by B&P Lightbrigade – the UK's most successful independent wide format digital print company.

The events market makes up some 40 per cent of B&P Lightbrigade's business. As well as producing huge banners up to five metres in width and virtually any length, it also provides many of the smaller backdrops against which England's top footballers are interviewed on television.

In the glare of TV lights, this demands very high quality and to achieve that, B&P Lightbrigade turns to the HP DesignJet 5500 large-format printers. These are an important part of its impressive and complex line-up of multi vendor equipment which spans water, oil and solvent based and UV printing techniques.

quality required

Formed 20 years ago, Surrey-based B&P Lightbrigade offers a full range of large format print solutions and uses four HP DesignJet 5500 machines for the smaller format, high quality end of its business.

Part of the reason why B&P chose the HP DesignJet 5500 is that it has been an official HP reseller of these printers for many years having achieved an installed base of over 100 machines – but that's not the total story.

The DesignJet 5500 offers B&P Lightbrigade superb image quality combined with the high productivity it needs, delivering at speeds of 100 sq/ft an hour for glossy; 189 sq/ft for coated media and up to 569 sq/ft an hour in maximum speed mode.

seminal product

"The HP DesignJet 5500 is a seminal product," said B&P Lightbrigade's managing director David Burton. "At the time of installation we considered it to set the industry standard for large-format printing devices and HP is without a doubt one of the most professional companies in this business.

"Quality image output is vital for us, but we no longer even talk about quality with the HP DesignJet 5500s. That is a given. The print quality is such that we use it in any circumstances where the best results are needed and there are almost no instances where that quality is not produced."

"The return on investment is incredible. These are fantastically profitable machines for us."

*David Burton, managing director,
B&P Lightbrigade*

Reliability and good return on investment are other important requirements for commercial concerns and for B&P Lightbrigade they are also areas where the DesignJet 5500 scores highly.

highly profitable

"The HP5500 represents the latest in a line of industry proven solutions from a manufacturer we have depended on for many years. Over that time, HP printers have proven to be virtually maintenance free and the unattended running of the 5500 is again first class," added Burton. "They are so reliable that they can be left unattended and need less monitoring so we can run them on the night shifts when we have fewer staff around.

"Also, the return on investment is incredible. When you think that one of these machines costs between £12,000 and £13,000 and you can do that value of printing on it in about a week, there is just no issue surrounding return on investment. These are fantastically profitable machines for us."

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challenge

- **The leading large-format printer in the UK, B&P Lightbrigade needs equipment that is reliable, low on maintenance and offers sophisticated image quality**
- **High productivity is an important requirement**
- **Good return on investment is critical**

solution

- **B&P Lightbrigade added four hp DesignJet 5500 large format printers to its line-up of equipment designed to meet the complex needs of the LFP market**

results

- **The image quality provided by the DesignJet 5500 printers give ultimate customer satisfaction**
- **Low maintenance and unattended running capabilities mean considerable savings**
- **The machines achieve profit very quickly, giving B&P an excellent return on investment**

why hp?

- **B&P Lightbrigade was already a reseller of hp DesignJet 5500 printers and has had a long and positive relationship with hp**
- **Industry proven solution with a demonstrable ability to perform as expected**
- **The DesignJet 5500 machines exactly met the commercial and practical needs of the business**
- **B&P was impressed by the professionalism of hp**

technology highlights:

- **hp DesignJet 5500 large format printers**
- **Transfer file rate of up to 4.5 Mb per second**
- **Six ink 1200 dpi writing system**
- **Colour layering technology; Pantone colour matching and automatic closed-loop colour calibration**
- **Support for offset printing emulations and ICC profiles for Macintosh and Microsoft Windows**
- **Easy connectivity to multiplatform environments – UNIX, Linux, Mac OS and Microsoft Windows**
- **40Gb hard drive for document storage**
- **Remote management through hp DesignJet Webaccess**

customer at a glance:



industry sector: large format print

name: B&P Lightbrigade

headquarters: Chertsey, Surrey, UK

founded: 1982

telephone: +44 (0) 1932 568555

number of employees: 60

annual revenue: £14 million
(€ 21.4 million)

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