



## **DIGITAL PEOPLE INSTALL SECOND HP INDIGO PRESS AT HENRY LING**

8<sup>th</sup> September 2008 – Digital People installed a second HP Indigo press at Henry Ling Limited, further increasing the market-leading commercial print service provider's digital printing capacity. The two HP Indigo presses are used to produce journals and books for both short-run jobs and trial printing.

Traditionally a litho printer, Henry Ling made the decision to move into digital printing a couple of years ago. The company purchased its first HP Indigo press 3050 from Digital People in October 2007 and were thoroughly impressed with the efficient installation process and high level of service.

"The service we received from Digital People was extremely professional and ensured minimum disruption to our business," said Helen Kennett, managing director, Henry Ling. "When we made the decision to purchase a second HP Indigo press, we were confident we would receive the same excellent support from Digital People and knew we could rely on HP technology for high-quality print."

"Colour and print quality is of the utmost importance to our business and using the HP Indigo press 3050, we can offer the same standards of quality for a short-run product as for a litho printed product with a high-volume print run."

On average, Henry Ling uses its digital presses to print books of approximately 64-200 pages with a run length of anything between 50-500 copies. This versatility in run lengths is a key benefit of digital printing and allows Henry Ling to meet its customers' print requirements cost-effectively and quickly. The unique HP ElectroInk technology also ensures print quality is not compromised when printing digitally.

"As an environmentally responsible company with ISO 14001 and 9001 certifications, we have noticed the environmental



benefits of using digital printing solutions. By reducing waste and using less chemicals, printing digitally helps us to keep inline with our environmental policies and those of our customers,” said Helen Kennett.

Compatible with a vast range of file types, the HP Indigo press 3050 also contributes to Henry Ling’s seamless web-to-print service, allowing customers to order reprints with ease. Since the second press installation, the demand for this service has quadrupled, attracting new customers to Henry Ling and adding to the satisfaction of the company’s existing customer base.

Chris Blanchard, director, Digital People said, “Having developed a good working relationship with Henry Ling, we fully understand their business requirements and are therefore able to advise on the best printing solution to meet their needs. We look forward to assisting with any future investments made through Digital People.”

For more information, please contact Chris Blanchard on 0845 130 1445 or [chris@thedigitalpeople.com](mailto:chris@thedigitalpeople.com).

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