



DIGITAL PEOPLE INSTALL HP INDIGO PRESS AT MWL PRINT GROUP

10th February 2009 – Digital People UK Ltd installed a new HP Indigo press at MWL Print Group, further increasing the print service provider's digital printing capacity. MWL operates three subsidiaries from its South Wales base each of them with their own area of expertise.

MWL Litho

This division can organise all your sheet fed litho requirements. (B1 & B2) printing presses (2 - 5 colours) coupled with state-of-the-art pre-press and finishing departments facilitate the production of a [wide range of publications](#).

MWL Digital

This company specialises in [digital printing](#) which is ideal for the cost-effective production of short run work up to or around the 1,000 mark, from books, brochures, posters and Manuals.

MWL Large Format

MWL Large Format provides an [exhibition and display service](#). It has large format digital printing equipment which can print up to 1500mm wide by whatever length you desire. In print terms, anything from size A3 upwards.

MWL were an early adopter of HP technology and until recently operated two original series 1 HP Indigo presses. Digital People have upgraded one of the original machines for a new HP 3050 offset digital press to improve quality and production capacity. As with all Indigo solutions the variable data capabilities have been upgraded to incorporate the new HP Smartstream Designer software.

“Digital People was extremely professional and ensured business continuity when replacing the original Indigo press,” said Kelli Johnson, General Manager, MWL Digital. “We were confident we would receive excellent service from Digital People as our two existing Indigo machines were on service contract with Digital People. We thought we were advanced users of the Indigo technology but received a new training package tailored for the new press, this was conducted at our premises on our



new press avoiding unnecessary cost sending operators away from the business.”

“Print quality is critical to our business and using the HP Indigo press 3050, we can now offer litho quality digital print to our clients. MWL is proud to meet the stringent ISO 9001 (2000) quality standard, this means our clients can be rest assured of the quality coming off the Indigo and wider production cycle”.

“As an environmentally aware company we are not just about profit margins. MWL is registered to the environmental management standard ISO 14001, we have understand the environmental benefits of using HP Indigo digital printing solutions,” said Kelli Johnson.

Jerry Widdowson, Chairman, Digital People said, “Working with an existing client to improve quality and capacity is an exciting prospect for Digital People. MWL is one of the most prestigious print service providers in Wales and a great business for us to partner with; we look forward to assisting with any future investments made through Digital People.”

For more information, please contact Chris Blanchard on 0845 130 1445

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