



Digital People Installs HP Indigo Press on P&O Cruises latest super liner

11th March 2009, Digital People has installed an HP Indigo press 1050 on board P&O Cruises' new super liner, Ventura, the largest cruise ship in the fleet. The new digital press will be used to produce a wide range of applications including menus, schedules, welcome packs, daily newspapers and marketing collateral on a daily basis.

In addition to the installation of its new HP Indigo press 1050 P&O Cruises also purchased DirectSmile software to personalise its printed items and has used its combination of new technologies to produce customised flyers using the data from the ship's passenger list.

"We wanted to improve the quality of our printed on-board communications to our customers, so we invested in an HP Indigo press," said Steven Spilsbury, fleet marketing and communications manager, P&O Cruises. "At P&O Cruises, we pride ourselves on being attentive to our customers' requirements. Our new press and personalisation software enables us to produce high-quality print that is relevant to the reader and accurately reflects our brand values."

The press was installed in Italy in a custom built pressroom whilst the ship was being constructed. Digital People used its experience gained after installing an HP Indigo press on-board sister company Ocean Village's cruise ship, Ocean Village 2, to overcome the challenges of installing a press on a cruise ship. Digital People ensured that the correct power requirements were fitted in the new pressroom and even dismantled the press on land in order to fit through the liner's one-metre wide doors and re-built the press on board Ventura.

"Digital people were excellent and handled the installation brilliantly. They were very enthusiastic and worked hard to ensure that the installation ran smoothly," said Spilsbury.

Since its installation, the HP Indigo press has printed over 100,000 impressions per month for the ship's passengers and it is vital that its HP Indigo press 1050 produces the highest quality printed items at all times.

Chris Blanchard, director, Digital People said, "We work very closely with P&O Cruises to ensure that its HP Indigo press is maintained to high standards. We provided operator and engineering training at our headquarters in Chessington, Surrey, to maximise uptime and keep the press running efficiently. We also provide support to P&O Cruises whilst the ship is in port in the UK and in the Caribbean. Additionally remote support facilities are in place so we can diagnose and handle any issues that may arise whilst the ship is at sea."

Steven Spilsbury, concluded, "We have been very happy with our new HP Indigo press 1050, which is able to colour match the P&O Cruises' logo perfectly. Our customers have noticed the difference and we have received some very positive feedback about our digitally printed items."



ABOUT DIGITAL PEOPLE (UK) LTD

Digital People is headquartered in Chessington Surrey, the company was founded by Jerry Widdowson. Jerry has been involved in supplying solutions to the Printing Industry for over twenty years.

In early 2001 we purchased our first Digital Printing Press & set up our first printing company, the reasoning behind this was to learn how to install, operate and manage a Digital Press. We then purchased another Digital Press from another manufacturer ensuring we started to develop an understanding of the different technologies and different formats. We continued to invest heavily in hardware and software on an intensive learning curve to ensure our customers could get the best possible advice when making the decision to compliment their Litho setup with Digital. Once our Digital Printing company was running and we had mastered producing consistently good results we set about bringing down our costs. Having set up a Digital Printing company ourselves we have the experience to help any company moving into the digital arena, we have subsequently sold off the printing company and are all the better for the knowledge gained from it helping our clients make informed choices.

Digital People now focuses on the supply and maintenance of digital printing solutions, these solutions encompass HP Indigo digital presses, software platforms licensed from leading vendors, We also supply HP consumables and professional services including maintenance contracts using our own HP trained engineers.

In 2003 Jerry was joined by Tony Longhurst as FD, Tony has successfully managed all financials and growth within a number of print industry companies.

In 2005 Chris Blanchard joined Digital People in order to aid the company manage the positive growth provided by the official HP Distributor & Master Reseller status. Chris's skills split into two main areas; firstly his experience in business development and senior management gained by successfully starting a technology business all the way to a full LSE listing and secondly his experience Web based applications will help the company develop a strategy for Web to Print (W2P) solutions that will undoubtedly drive the sales for digital presses.

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