



## Geostick continues its digital expansion with two HP Indigo WS6000 Digital Presses

**GEOSTICK**  
vanzelfklevend beter

Keeping on the leading edge of technical innovation while maintaining customer satisfaction, reliability, quality and profitability is a formidable challenge, yet Geostick, of Uithoorn, The Netherlands, has been able to do this virtually since its foundation in 1924. In 1946, Geostick became of the first company in The Netherlands to offer self-adhesive label printing, and later became the first converter in Europe to use thin flexo sleeves.

While the company's main activity remains printing labels conventionally – Geostick has eleven flexo presses – its addition of a strong digital printing capability has moved it into the new category of "print service provider" (PSP), meaning that it offers its customers more than just printing.

Providing an end-to-end solution for its customers, printing digitally and/or conventionally depending on customer or production requirements, is at the heart of Geostick's approach to label printing.

"We have closely followed the technological developments of HP Indigo over the years and from our own research have found HP Indigo presses to be the only machines on the market capable of meeting our customers' demands," said Peter Berveling, managing director, Geostick. "The ability to print short runs, often with variable data components, cost-effectively and quickly has obvious business benefits, not only for our customers but for our organisation."

### A steady progression

In December 2004, Geostick became one of the first companies in Europe to install an HP Indigo press ws4050, adding a second a year later. Soon after the HP Indigo press ws4500 was launched, Geostick installed this press to meet the requirements of its expanding digital printing

activities. Geostick's digital end-to-end solution includes a prepress solution from EskoArtwork, and finishing solutions from A B Graphic International, both HP partners.

With three HP Indigo digital presses installed, and growing volumes, Geostick became a beta site for the HP Indigo WS6000 Digital Press in December 2008, and subsequently bought the press. In March 2009, the company ordered a second one.

The HP Indigo WS6000 Digital Press marked a change of gear in digital label printing. Rather than being a replacement for the HP Indigo press ws4500, it was a press designed for higher production volumes, and would complement the ws4500 in the portfolio. Designed for medium-length runs, the WS6000 press prints at 30m/min. (98ft) in four colours, or 300,000 linear metres per month (single shift). Its increased capacity makes it viable for use for jobs comprising up to 120,000, or about 80 percent of all label jobs.

### Seizing opportunities

"We have one customer who currently receives from us the same label design printed in ten different languages on ten different rolls," Peter Berveling explained. "He holds around one million euros worth of stock. Now he wants us to print all ten languages on the same roll so he can label the product in one production run. We can deliver the rolls when he needs them, and not, as now, once a week according to his forecasts. We see many more opportunities like this, including for clear labels in multi-variants or short runs."

Like the HP Indigo press ws4500, the new press complements conventional production, using the same substrates and matching colours.



“Selling digital print is different to selling conventional printing. We communicate the digital benefits and opportunities to the brand owners, and help them to understand ‘value’ and not ‘price.’ For people used to buying or selling runs of 100,000 labels, it takes a change of thinking to deal with ten jobs of 10,000 – but with added value.”

Peter Berveling, managing director,  
Geostick



Cees Shouten, plant manager, Geostick, said, “We have found that 75 percent of the labels we print have specified PANTONE® Colours, and we can rely on the HP Indigo WS6000 Digital Press to accurately and reliably reproduce these colours.”

With high-profile customers in the logistics, food, chemical and pharmaceutical sectors, Geostick needs quality, reliability and cost-effective production. Peter Berveling is so confident in the performance of the HP Indigo WS6000 Digital Press that he is migrating jobs to digital.

The migration of printing jobs from conventional to digital isn't just about building profitability, it's also about adding value. Economic short-runs, reduced production times, variable data printing, shorter times to market and more efficient supply chains are all benefits to customers of digital printing.

### Thinking digitally

“The benefits to us include the ability to handle more jobs, and new jobs; use our presses more efficiently, and improve our revenue and profitability,” said Peter Berveling.

In January 2009, Geostick opened a new press hall, dedicated to digital printing. This marks an important commitment to the technology by the company, and demonstrates the vision that has been its hallmark for decades. The new press hall can accommodate eight digital presses and finishing lines. Peter Berveling concluded: “Digital printing offers unique opportunities to new and existing clients, which if we did not have digital,

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### Challenge:

- Capture new business
- Improve profitability
- Maintain technology leadership position

### Solution:

- 2 x HP Indigo press ws4050
- 1 x HP Indigo press ws4500
- 2 x HP Indigo WS6000 Digital Press
- Prepress solutions from HP partner EskoArtwork
- 2 x Finishing lines from HP partner A B Graphic International

### Result:

- Continued migration of conventional jobs to digital
- Increased digital capacity
- Faster service for increased customer base
- Improved job-by-job profitability

we could not pursue. The WS6000 will increase the number of these applications we can target and increase our profitability. Other clients will not even know we have moved their work from conventional to digital, which gives us a chance to improve our profitability.”

