

# Using the super-wide-format HP Scitex XL1500 Printer

Britten, Inc. sets the pace at the Daytona 500 using HP printing solutions



“We’re very serious about our promises to customers and we have to have the equipment to back them up. Our HP equipment gives us the firepower to deliver on our promises.”

– Paul Britten, President and CEO, Britten, Inc.

HP customer case study: HP/Large Format Division/  
Britten, Inc. Success Story

Industry: Graphic Services/Printing

## Challenges:

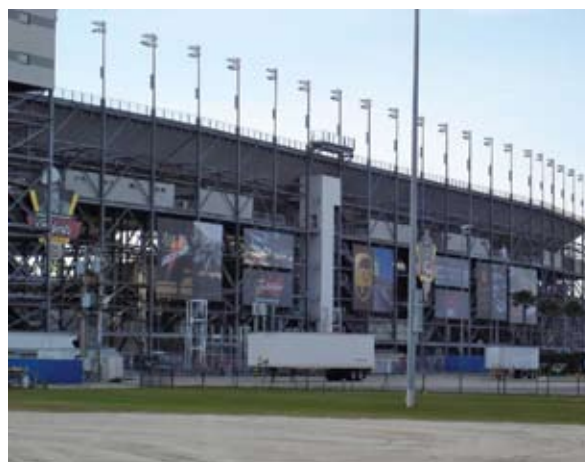
- Grow business by continuing to deliver innovative technological solutions for signage and banner printing and installation
- Produce top-quality output, with precise color matching, within fast turnaround times

## Solution:

- Four HP Scitex XL1500 Printers for high-speed, reliable printing of flexible graphics for malls and large-scale events
- Dye Sublimation Upgrade for textile printing using the HP Scitex XL1500 Printer
- HP SmartStream Color Manager Kit (previously HP Scitex ColorWIN) for precise color matching
- HP Scitex TJ8300 and TJ8500 Printers, with the in-line Fotoba cutter, for high-speed printing of short runs of small banners and floor graphics
- HP Scitex FB6700 Printer for POP displays, short-run packaging

## Results:

- Company wins high-profile jobs, with HP printers and its own installation technologies
- Using its HP Scitex XL1500 Printers, Britten Media was able to print 14,000 square meters (150,000 square feet) of high-quality signage and banners in just two weeks
- Britten is able to grow its business by printing new applications for malls, events, print brokers, and other markets
- Company increased its revenues by tapping into national markets via online signage ordering process for consumers and businesses



## Speed and agility win the race every time

In printing and in car racing, if you want to win, you have to be fast. Britten, Inc. has proven time and again that it has what it takes to win... and that it is fast at supplying novel technological solutions that impress its customers. That innovation-driven approach, along with its high-quality printing capabilities, is what makes this Traverse City, Michigan-based company the supplier of choice for some of the world’s biggest marketers.

Embracing new technologies has long been a major part of the Britten story. After starting out as a traditional screen shop, the company entered virtually uncharted fields in 1996 by purchasing one of the first solvent inkjet printers ever sold. Since then, Britten has not looked back, becoming a powerhouse of digital printing capabilities – now based in large part on digital printing systems from HP.

In tandem with its ongoing investment in digital printing, Britten has developed its unique BannerDrop™ and BannerRail™ installation solutions and has also built a vibrant online ordering business.



### Where innovation, creativity and reliability meet

The combination of HP-based printing capabilities and innovative home-grown technologies is clearly a winning formula for Britten. Recently, its digital super-wide-format HP Scitex XL1500 Printers helped it secure one of the most high-profile jobs in the sporting world – printing a series of 18.3-meter (60-foot) wide by 15.2-meter (50-foot) high outdoor banners for the 50th running of the Daytona 500 at the Daytona International Speedway in Florida.

The signage was printed in record time and was installed using Britten's patented BannerRail system. It was the first commercial deployment of the home-grown system for automatically raising and lowering massive banners.

Having won the job on the basis of its high-quality printing capabilities and its unique installation technology, Britten shifted into top gear to get the massive job done. It used all four of its HP Scitex XL1500 Printers to print the 14,000 square meters (150,000 square feet) of banners, completing the job in just two weeks. The banners were printed on Admesh™ standard polyester scrim with a PVC coating and were specialty fabricated in order to fit perfectly and interact properly with the rail system.

The HP Scitex XL1500 Printers enabled Britten to meet the challenge, even with time to spare. "These machines are extremely reliable" says Paul Britten, President and CEO of Britten, Inc. "They are certainly our workhorses. We get excellent reliability and consistency from them."

### The power of consistency

The HP Scitex XL1500 Printers are also being used for small banners. "Our prepress and art department nests the banners onto a big sheet," adds Paul Britten. "We are able to get 150 small banners on one five-meter roll, which gives us much higher productivity, more consistent output and better yield than we ever got before."

He notes "With 'ColorWIN' (now called HP SmartStream Color Manager Kit), we are able to achieve a very large color gamut and maintain consistency across a wide range of small banners." The advanced HP color workflow also ensures color consistency across multiple HP Scitex printers, which gives Britten the flexibility to use its full production power to cope with surges, as it did with the Daytona 500 job.

### Diversity to expand offerings

Britten also owns two wide format printers from HP - an HP Scitex TJ8300 Printer and an HP Scitex TJ8500 Printer – which it uses for, among other jobs, most of the BannerDrop banners.

The newest addition to Britten's HP arsenal is its HP Scitex FB6700 Printer. According to Paul Britten, the fully automated digital flatbed printer delivers strong, consistent performance. Adding rigid media to their offerings has helped the company expand and explore new partnerships in packaging and temporary signage for the events market.

### Higher profitability, with HP

Although Britten was an early adopter of digital printing technologies, the arrival of HP in the large format market has had a major effect on its business. "When HP bought Scitex Vision in 2004 I was delighted to partner with a world class company," says Paul Britten. "HP support is excellent. No excuses. The consistency of the equipment has dramatically increased our profit margins. Our wastage has plummeted by 40 percent and our throughput has doubled in the last three years. That is due 100 percent to HP quality and reliability... and of course, our incredible staff."

"We feel that we have found a long-term partner in HP," adds Paul Britten. "Since HP is so reliable and consistent we will remain fiercely loyal to its products and keep everything in that circle."

To learn more, visit [www.hp.com/go/graphic-arts](http://www.hp.com/go/graphic-arts)

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