

BPS REPROGRAPHICS FINDS THE NEW HP DESIGNJET T7100 HAS TREMENDOUS POSSIBILITY



Reprography has been around for more than a century, but it's been in the last 20 years that the business has seen the most rapid change. As inkjet printers become faster, smaller and more precise, reprographers and their customers have more options than ever before.

For the last six months, Alex Mock, manager of color production at BPS Reprographics in San Francisco, California, has witnessed this evolution firsthand. He and his team have been beta testing the new HP Designjet T7100 Printer.

With a small footprint, the HP Designjet T7100 has the versatility to print on a variety of substrates and sizes without compromising speed or quality.

A leader in document imaging and distribution in Northern California since 1905, BPS Reprographics focuses on providing the highest standards for customer service and accurate processing of construction documents. Mock says the HP Designjet T7100 fits many of his company's needs. "The printer captured detail very well," he says. "I'd give it a ten out of ten."

Speed and quality in a compact design

To fully test the HP Designjet T7100, the BPS team used the printer as one of their everyday machines. Mock says the HP Designjet T7100 was easy to use from the start. "We plugged it in, installed our drivers and it worked. It was just that easy."

The team delivered on a variety of projects—from large-format signage, posters and banners to tabletop booklets and high-quality photographs—on everything from 20 lb. recycled bond to photo satin media.

Mock estimates the HP Designjet T7100 saved his team 40 to 50 hours a month. "The HP T7100 is about one-and-a-half times faster than our other inkjet printers, but the quality is better," he says.

The team's favorite feature was the HP Smart Roll loading system. Mock explains, "The HP T7100 is a lot smaller than our other printers. We liked that. It was easy to integrate into our space." He adds, "It's a compact printer but it holds very large rolls. We used 650-foot (198.1 meter) rolls without a problem."

Quality was also a key feature. "Since the HP T7100 uses ink, we were able to use it for high-quality prints," Mock explains. "And because it can print on almost anything, we were able to take on jobs we would typically turn away."

Difficult projects made easy

For one customer, Mock says, they used the HP Designjet T7100 to print on uncoated, pink hazmat paper. "We usually print on that media using engineering printers," Mock explains. "But this customer wanted to show hand markups in red."



Photos by Anthony Lindsey



CHALLENGE

- BPS Reprographics needed a versatile, large-format inkjet printer that was easy to use and would print quickly without compromising quality.

SOLUTION

- BPS Reprographics found the new HP Designjet T7100 was compact and easy to use. It produced high-quality results at high speeds on a number of substrates and sizes.

RESULTS

- BPS Reprographics was able to take on jobs that it would have been unable to before, thanks to the versatility of the new HP Designjet T7100.
- BPS estimates the HP Designjet T7100 is about one-and-a-half times faster than its other inkjet printers.
- BPS found the HP Designjet T7100 consistently printed crisp, high-quality images.

"We've never tried to do that before. We didn't know what was going to happen. The HP T7100 printed on it perfectly."

"The HP T7100 gives us more versatility," Mock adds. "Everything that we printed on, aside from the photo media, was uncoated recycled bond. That was very surprising."

The BPS team also used the HP Designjet T7100 to print signs, menu boards and banners on uncoated butcher paper for a local festival. Mock says, "It was an organic theme, and they wanted all of the signage to be printed on brown butcher paper." Mock explains that butcher paper leaves a large amount of dust behind. Other printers could not be used without causing serious damage or taking too much time. "We could have used a UV machine, but it would have been cumbersome, time-consuming and a lot more costly."

Mock says, "We were surprised at how well the HP T7100 printed on the butcher paper. The media

was so thick, we didn't know if it would even load. Then we didn't know if the ink would dry. But it all worked out well." The HP Designjet T7100 printed 36 24 x 36-inch (61 x 91.4 cm) signs and menu boards and nine 10 x 3-foot (3 x 0.9 meter) banners in just two hours. Mock adds, "The HP T7100 treated it just like regular paper. The prints were really crisp. Our clients were amazed."

A printer for every job

The team at BPS pushed the limits of the HP Designjet T7100 to see what it could do. "This printer would be beneficial in a variety of situations," Mock says. "We threw all kinds of paper at it. It was very surprising to us that it printed on just about anything."

He adds, "With this machine, you wouldn't need multiple printers to do a lot of different jobs. This one printer, with three rolls, could easily replace two high-speed printers."

"This printer would be beneficial in a variety of situations. With this machine, you wouldn't need multiple printers to do a lot of different jobs. It prints on just about anything."

— Alex Mock, Manager of color production, BPS Reprographics

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