HP Large format prints revitalize St Petersburg libraries

At a glance

Industry: Architecture, Engineering & GIS

Business names: St Petersburg City Library Network (Krasnogvardeisky District)

Headquarters: St Petersburg, Russia

Website: kr-cbs.ru/

Централизованная библиотечная система
Красногвардейского района
Санкт-Петербургское государственное учреждение культуры

Challenge

- The St Petersburg City Library Network (CLN) required a large-format color printer to print advertising and information posters and banners to decorate the city's libraries. Before, these products were printed at third-party printers, which was not very convenient in terms of both efficiency and economy.

Solution

- The HP Designjet T1300 ePrinter caters for all the internal printing needs of the organization, both in terms of performance and quality.

Results

- St Petersburg CLN is now able to independently print its own posters and banners, both on regular paper and self-adhesive film, considerably enhancing the efficiency with which it fulfills orders.

- The ability to decorate the interiors and façades of the city's libraries has been significantly expanded.

- In the near future, the organization plans to introduce a charged printing service for drawings and posters for its visitors.

The City Library Network (CLN) of the Krasnogvardeisky District of St Petersburg is more than just a book-lending organization; it is a genuine municipal cultural and educational center. The library network, which unites 13 of the city's libraries, combines specialist clubs, exhibition halls and foreign language schools. The Krasnogvardeisky District libraries regularly host presentations of new releases, club meetings for lovers of poetry and literature, cinema and animation, history and chess, workshops for children and adults, evenings with famous writers, poets and musicians and master classes on handicrafts and internet technologies. The libraries are also home to theatre studios.

The schedule of all events is published on the CLN website, which is regularly updated. However, in order to inform visitors in a timely and effective manner about forthcoming events offline, a large number of bright, large-scale announcements, posters and banners are needed to attract the attention of children and adults alike.

The first dot matrix printers were acquired back in 1991 for printing materials and documents. Now the libraries that form part of the CLN use more than 100 color and monochrome laser printers and multifunctional devices in A4 and A3 formats. However, the need to print large-format items was, until recently, negligible and therefore orders for posters and banners were placed with third-party printers.

Finally in 2012, an HP Designjet T1300 ePrinter with 1118 mm print width was procured. This not only satisfied the existing requirements of the libraries, but enabled them to expand the range of printed material used to adorn the premises.

"The decision to purchase a large-format printer was made in response to a growing need to produce posters and banners to decorate the libraries," explains Nellie Gomanova, IT director of St Petersburg CLN. "Large-format prints are an effective way to inform visitors about new book releases, campaigns and events – they're also an attractive means of decorating the libraries.

"When choosing the brand and model of the large-format printer, we consulted extensively with equipment suppliers," continues Gomanova. "We also spoke to staff from the city's libraries and partner institutions that already use large-format printers."

The HP Designjet T1300 ePrinter combines high performance (up to 103 A1/D prints an hour), with photo quality, six-color printing and excellent reproduction of fine lines on drawings and texts. It has the ability to print TIFF, JPEG and PDF formats direct from a USB device, remote printing and sharing over the internet using HP Designjet ePrint & Share technology and traditional USB 2.0 and Ethernet ports for local and network connection.

"In the time we've used the printer, we have come to value many of the features, such as the clear interface, detailed step-by-step instructions on the display, the ability to print from a USB stick, the quality and great print speed," says Gomanova.

With industrial-level performance, the printer is both simple and convenient to use, making it ideal for effective use in the most varied of organizations without requiring any specialized training. The large, color touchscreen provides hints, previews the task to be sent to print and helps to download files from the network using HP Designjet ePrint & Share technology.

A print resolution of 2400x1200 dpi with an optimization function for photo paper, matte and photo black in addition to cyan, magenta, yellow and grey facilitates the printing not only of drawings or text and line images but also high-quality photos. The ability to load two rolls simultaneously and the integrated automatic cutter ensure convenient printing in various formats and on different media.

"In addition to printing on different paper types, we also plan to use self-adhesive film, to decorate the front windows of the libraries," says Gomanova. "We've also drawn up a price list for printing drawings and posters for visitors."

Get connected.
hp.com/go/graphicarts

Share with colleagues.