



HS Druck maps success plan with digital print personalisation.

Company Name

HS Druck

Industry

Graphic Arts

Founded

1994

Location

Hohenzell bei Ried im Innkreis, Austria

Services

Promotional print, image personalisation, mailing

Website

www.hs-druck.at

Products & Solutions

Canon imagePRESS C7010VP
Canon imagePRESS C6010
Canon imagePRESS 1125
Objectif Lune Printshop Mail
DirectSmile
Essential Business Builder Program

Personalised promotional print is powering business growth for hs Druck in Hohenzell, Austria, as part of a clear strategy to provide a joined-up marketing offering with a focus on lifestyle brands.

With their roots firmly in print, founding partners Helmut Hörmanseder and Herbert Seidl started hs Druck in 1994 as an offset print business. A decade in, it was clear that their high-end offset investments needed to be coupled with the right digital capabilities to take advantage of growing interest in short-run personalised print.

This desire to expand its service portfolio ultimately led hs Druck to invest in a trio of Canon printers which would allow it to print everything from personalised letters to greetings cards and catalogues. Today, hs Druck caters for the needs of tour operators, hotels, spas, restaurants and tourism associations – with tourism work now accounting for 25% of its turnover.

Pushing the boundaries of print

“When we made the decision to establish hs Druck, it was with the belief that digital could give clients something special, over and above great print”, recalls Helmut Hörmanseder. “Short-run production economies were not our motivation – we were driven by the potential to use personalisation to help customers push the boundaries of their printed marketing.”

Their first steps in digital print were taken in 2009 with a Canon imagePRESS C7010VP, after rigorous scrutiny of the options available at that time. “We needed a digital production press that would eliminate any concerns our customers might have about the quality of digital, and be completely compatible with our offset output.

“We knew from the beginning that there could be projects where we would want to mix offset and digitally printed pages, so we needed one to be indistinguishable from the other, and for the digital press to be able to handle the same range of print media as the offset press. As we see it, the Canon imagePRESS was, and remains, absolutely the best solution for us.”

Canon adds the personal touch

A Canon imagePRESS C6010 joined the original Canon imagePRESS C7010VP to provide additional capacity and back-up for time-critical work, and hs Druck is now also running a Canon imagePRESS 1125 black-and-white production press in its hs Lettershop mailing division for the production of personalised letters and black-and-white personalised overprinting of high volume offset pre-prints. “We had been using a mono printer from another supplier, but we were so comfortable with the Canon colour presses that – when the time came to upgrade the technology – Canon was our first port of call for a black-and-white solution.”

Offset isn't going anywhere, because it's still a cost-effective high quality print process for many jobs. But, thanks to Canon, digital personalisation gives us the tool to add the magic touch.

Canon delivered an Essential Business Builder course on print personalisation here at our premises. Their expert guidance really helped the whole team to understand the potential of the technology and to feel confident, both operationally and in terms of how we could market these capabilities to clients.

Helmut Hörmanseder – Founding Partner



hs Druck uses Objectif Lune's PrintShop® Mail variable data software, supported by Canon, with DirectSmile® for image personalisation. "Canon has been very supportive in helping us to get the most from the digital presses and the personalisation tools", says Hörmanseder. "Canon delivered a course on print personalisation here at our premises. Their expert guidance really helped the whole team to understand the potential of the technology and to feel confident, both operationally and in terms of how we could market these capabilities to clients." The course was delivered as part of Canon's Essential Business Builder Program (EBBP), a consultative service offering delivered by independent industry experts to help customers make the most of their business and market potential.

In partnership with a Salzburg direct marketing agency, hs Druck is carving out a profitable niche servicing clients in Austria's thriving tourism industry. Indeed, hs Lettershop, the mailing arm of the business, is a joint venture with the agency, emphasising the close collaborative relationship between the two. Image personalisation has been a big hit with this client base.

"Tourism marketing is feel-good marketing and personalisation has a huge impact on response", says Hörmanseder. "It started with hotels, who came to us wanting to send greeting cards with personalised images to past and prospective guests for birthdays and special occasions, such as wedding anniversaries. They have proved to be very effective."

"In addition to those cards, which are still extremely popular, one of our more recent success stories is the production of personalised catalogues for special interest holidays – golf, cycling or hiking for example. The catalogue is mailed in an envelope which is digitally printed in colour with a personalised image. Inside the envelope is a bound collection of offset-printed marketing material from hotels, golf courses, restaurants, tourism associations etc, precisely tailored to the recipient. We're producing and fulfilling mailings of 20,000 to 30,000 of these bespoke catalogues, and clients love them."

Personalised print enables total ownership of campaigns

hs Druck is determined to remain at the cutting edge of print technology to deliver optimum quality with maximum efficiency. In addition to the trio of high-quality Canon digital production presses, the offset department houses a state-of-the-art five-colour perfecting press, alongside two further sheetfed presses with coating capabilities, and a range of high end finishing equipment. The two processes are fully complementary to one another. "Offset isn't going anywhere, because it's still a cost-effective, high quality print process for many jobs. But, thanks to Canon, digital personalisation gives us the tool to add the magic touch."

In fact, Hörmanseder and Seidl are emphatic that print – whether offset or digital – is now just one part of the picture. "Our vision for hs Druck is to be able to present customers with a universal marketing services offering – from photography, creative design and marketing consultancy to personalised print and fulfilment. For our clients we can offer a single point of contact and take total ownership of a campaign, end to end. That's the positive future of print, in our opinion. And with Canon's technology and business guidance, we're busy turning that vision into a reality."

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