



Mobile showroom comes to life with visuals produced on the HP Scitex FB6100 Printer

About Signs By Tomorrow

Signs By Tomorrow in Bloomingdale, IL, is a full-service printing company offering design, production and installation services to local and national customers. The largest Signs By Tomorrow franchise, SBT in Bloomingdale operates two facilities, producing vehicle fleet wraps, POP displays, tradeshow signage, super-wide format banners and outdoor and indoor decorative graphics for a varied customer base. It works for local businesses, leading national retailers, restaurant chains, and advertising agencies, as well as the wholesale market, selling digital output to sign companies across the U.S., including many other Signs by Tomorrow franchises.

Application Spotlight

SBT recently used its HP Scitex FB6100 Printer and advanced plotting and cutting systems to produce life-like visuals for the interior of a mobile showroom that travels across the US doing demonstrations for Tyco Fire Suppression & Building Products, headquartered

in Lansdale, PA. A total of 65 m² (700 ft²) of printed PVC panels, each measuring 1.5 x 3 m or 1.2 x 2.4 m (5 x 10 ft or 4 x 8 ft), provided a 4-color process backdrop for wall-mounted plasma screens, full-size equipment and demonstration booths. Each PVC panel was precisely cut to accommodate the frames, electrical hook-ups, plumbing and hardware used in the trailer. It took just two days to print all the interior graphics on the HP Scitex FB6100 Printer. Signs By Tomorrow also printed the exterior graphics, using its HP Scitex XL1500 Printer.

The trailer was designed by Exhibit by Design, in Elgin, IL, for Tyco. According to Gary Schellerer at Signs By Tomorrow, both Exhibit by Design and Tyco were "thrilled with the results". As this story goes to print, Tyco is considering creating another trailer – and SBT is looking forward to the opportunity to use its HP Scitex FB6100 Printer to create another successful showroom on the move.

HP customer case study: Mobile showroom graphics thrill signage printer's customer, opening way to more work.

Industry: Graphic Services/Printing



"The HP Scitex FB6100 Printer has gained us new customers by expanding our capabilities, and it has reduced our costs on many of our existing offerings."

— Gary Schellerer

VP Operations

Signs By Tomorrow (SBT)

Bloomington, Illinois



Objectives:

- Ensure high image quality for a wide range of rigid printing applications on varied substrates.
- Add new capabilities in order to grow customer base.
- Gain price and response time advantages to help SBT win in competitive markets.

Approach:

- HP Scitex FB6100 Printer delivers high-quality UV printing on varied rigid media for POP displays, indoor and outdoor signage, exotic applications, and more.
- Provides excellent results on PVC, polystyrene, Coroplast, MDO, dibond, and polycarbonate media.
- Highly reliable flatbed printer usually runs two shifts/day, mostly at 8-color press speed, producing \$60,000 - \$80,000 sellable product each month.
- Average ink consumption: approximately 60 L/month.
- Large format industrial flatbed printer rounds out SBT's other HP digital printing solutions – HP Scitex XL1500 Printer, HP SmartStream Color Manager Kit, HP Designjet 5500 printer, HP Designjet 9000s (x2).

- Rigid boards printed on the HP Scitex FB6100 Printer were cut into precise custom shapes using a Multicam 5000 Series CNC Router with a Multivision Digital Registration System. (See above photo)

Business benefits:

- Digital flatbed printer opens almost limitless media and application possibilities:
 - Jobs with multiple originals or variable printing requirements.
 - Lamp shade material, used for custom printed lighting for a hotel.
- Increased competitiveness with 4-color jobs up to approximately 300-400 pieces.
- Won new business due to expanded media capabilities.
- Cut costs by eliminating mounting of printed graphics to rigid substrates - saving on materials and labor.
- Increased repeat business thanks to high-quality signage and efficient turnaround, especially for discerning customers, such as exhibition specialists and major industrial and retail companies.
- Used HP flatbed printer and advanced plotting and cutting systems to produce life-like visuals for Tyco's mobile showroom interior.

To learn more, visit www.hp.com

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