

FOTOKNUDSEN A.S. INCREASES PRODUCTION CAPACITY AND DRIVES INNOVATION IN NORWEGIAN PHOTO MARKET



Established over 50 years ago by award-winning photographer, Ove Knudsen, FotoKnudsen A.S. has expanded and evolved as technological innovations have shaped the photo industry and this pioneering business. Testament to its enduring success, FotoKnudsen A.S., based in Bergen, Norway, now dominates the Norwegian consumer photo market with its comprehensive range of digitally printed business-to-business and consumer photo products.

Equipped with a variety of HP technology, including two HP Indigo 7000 Digital Presses, an HP Designjet L25500 Printer and three HP Designjet Z6100 Printers, FotoKnudsen A.S. provides its customers with an extensive range of personalized photo products, from photobooks, personalized calendars and gifts to business cards, posters and even personalized wallpaper. It sells these products via 25 retail stores and a hugely successful ecommerce site (www.fotoknudsen.no).

Expanding production without compromising on quality

"As you'd expect from a company that has been in business for so long, we're constantly looking into ways to enhance and expand our service offering," said Ronny Kvalvaagnes, chief technology officer, FotoKnudsen A.S. "This regular expansion has led to a significant increase in demand for our products; in fact since we installed our first HP Indigo 7000 press in January 2010, we have seen a 100 percent increase in production. This is why we recently invested in a second HP Indigo 7000. From the experience with our existing HP Indigo 7000, we knew the second press would deliver reliable, consistent, high-quality high-volume print production and boost our capacity significantly in time for the peak Christmas season."

With a robust combination of productivity, ease-of-use and high print quality, the HP Indigo 7000 Digital Press generates up to 120 pages per minute (ppm) in full color or up to 240ppm in either monochrome or two colors. Seven-color printing provides the widest digital color gamut with 4, 6 or 7 colors and PANTONE® Emulation for true photo quality.

"Productivity and print speed is important for a company with a busy production line like ours, but high-standard print-quality is essential to retain customer satisfaction, especially when your products are unique to individual customers. The quality achievable on the HP Indigo 7000 provides the perfect balance for our business," explained Kvalvaagnes.

Leading the way with new digital products and services

In addition to its existing, conventional online and retail revenue streams, FotoKnudsen A.S. regularly explores other, more unique commercial opportunities in order to utilize its facility and develop its service offering.

"Having different HP printers and presses within our facility enables us the flexibility to look into new ideas for products or services, drawing upon the diverse capabilities of our HP equipment," said Kvalvaagnes. "For example, six months ago we introduced personalized wallpaper to our product range. Using our HP Designjet L25500 with its water-based, HP Latex Inks, we can produce high-quality, odorless prints⁽¹⁾ like this, which can be installed indoors as soon as they are printed. This innovative product lends itself well to interior decoration, a thriving market in Norway, as well as exhibition stand graphics and other indoor and outdoor promotional materials."

At a glance

Industry sector:
Photo-specialty

Business name:
FotoKnudsen A.S.

Address:
Po. Box 7350
5020 Bergen
Norway

Web: www.fotoknudsen.no

CHALLENGE

- Expand photo specialty production capacity and maintain high level print quality
- Develop product and service offering using the latest digital print technology
- Lead the way in consumer photo market

SOLUTION

- Install second HP Indigo 7000 Digital Press
- HP Designjet L25500 Printer
- 3 x HP Designjet Z6100 Printers
- HP Photo Paper
- HP Satin Canvas
- HP PVC-free Wall Paper

RESULTS

- Second HP Indigo 7000 Digital Press installation increases production capacity to cope with high demand during peak season
- A combination of HP printing technology enables flexibility and creativity for a diverse product portfolio
- Extra capacity for reliable, high-quality print presents new revenue streams and opportunities for business growth



HP Latex Inks are water-based so require no curing or off-gassing time and can be used for indoor applications, even interior décor⁽¹⁾. Graphics printed with solvent-based inks require a period of 24 – 48 hours for the fumes to dissipate, only after which can they be finished, mounted or applied. This delay is significantly reduced with fast-drying HP Latex Inks.

Kvalvaagnes continued, “Another avenue we explored recently is the potential to extend our web-to-print service offering. www.fotoknudsen.no as an online store accounts for approximately 55 percent of our photo product sales. In addition, we’re looking at offering other businesses the chance to establish a similar service, branded with their own company’s logo but powered by us. Professional photographers looking to sell their portfolios, family portraits or wedding albums as photobooks, for example, can come to us to create their own website and online ordering system that we then fulfill using our HP Indigo 7000s. We also approached a news company to create a similar website that sells photobooks of images from their archives of historical events, concerts, famous celebrations, etc.

“We have such confidence in the print we can produce on our HP equipment, particularly when teamed with HP media, we feel we can extend our production capabilities to other businesses in this way and ask them to rely on our HP presses for consistent high-quality printed products, just as we do,” said Kvalvaagnes.

Working with HP for an innovative future

Looking to the year ahead, Kvalvaagnes is considering the potential opportunities for enhancing its HP Indigo 7000 Digital Presses with the addition of HP ElectroInk White.

“Choosing to align with a similarly forward-thinking company, such as HP, means that as well as exploring our own ideas for new revenue streams, we are also presented with technological innovations that can help maintain our competitive edge and drive our business forward. HP ElectroInk White is one such recent innovation from HP that could open many new doors in terms of the range of applications we can produce on our HP Indigo 7000s.”

HP ElectroInk White is the industry’s first white ink for sheet-fed digital presses. It enables HP Indigo press users to print full-color images on transparent, colored and other substrates commonly used in point-of-purchase (POP) signage, greetings cards, direct mail and other applications. First introduced for the HP Indigo 5000 and 5500 press then the HP Indigo 7500, HP ElectroInk White is expected to be available for the HP Indigo 7000 Digital Press in the first half of 2011.

“As a business that likes to lead and set trends, rather than follow them, we find HP’s products and approach to the development of digital technology inspiring. Our printing equipment is no longer a barrier to providing our customers with the products they want, we can experiment and expand with the certainty that our HP technology will deliver what we need,” Kvalvaagnes concluded.

⁽¹⁾ Printers using HP Latex Inks use internal heaters to dry and cure the latex polymer film. Some substrates may have inherent odor.

“Our vision is for consumers everywhere to consider photobook and other photo products as the first point of call for image development. It’s the future for the photo industry and our HP technology is enabling us to be at the forefront by offering fast, reliable, high-quality print across an extensive and original product range.”

— Ronny Kvalvaagnes, chief technology officer, FotoKnudsen A.S.

To learn more, visit www.hp.com/go/graphicarts

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