



An attractive proposition

Precision Printing is the new print sponsor of inprint magazine – and recently formed a partnership with Pixartprinting of Italy to create **Pixartprinting.co.uk**. We spoke to Precision's Managing Director Gary Peeling.

What's the thinking behind the partnership?

Precision Printing is a traditional business specialising in turnkey services for printed products; but we'd never approached the web-to-print market. Pixart was founded in 1994 in Italy as a web-to-print company, but wanted to expand overseas. The new venture suits the ambitions of both myself and Matteo Rigamonti, CEO of Pixart.

How will the new company operate?

Basically, it will offer clients the best of both worlds. Professional print buyers will be able to use the UK facilities for sheet fed orders requiring delivery in 24 to 48 hours by using our HP Indigo 7500 digital machines and Heidelberg offset technology. The Italian

production site will print all wide format orders for the UK market and will directly produce prints for delivery in the longer service levels. This will put at customers' disposal one of the most extensive wide format plants in Europe. Because the equipment utilisation at Pixart is high, our prices are low; in December 2010, for example, we were handling up to 2,000 orders per day for the 65,000 existing pixart clients! This allows resellers to add significant margin and remain competitive. Services like Pixart simply weren't available before, but now offer a real advantage that technology has enabled. It's no longer necessary to buy expensive equipment to get into a market. Sharing our equipment allows clients to explore and

develop their market first and then invest in equipment later, if they so wish.

What do you offer in terms of reassurance of great service?

We have UK-based customer support. Customers here can talk to one of our team members who can advise them on product selection, help them track the progress of their jobs, and so on. So even when production is going on overseas, the client will have locally based assistance: no problems with language difficulties or anything like that. Pixart has a new workflow system called One Flow, which automates the processes for small orders and provides an interface with the website so that orders can be placed into production

automatically. Unlike other sites, Pixart allows users to spec their jobs exactly the way they want them.

Precision Printing has also won BPIF Excellence Awards.

That's right: we won the Print Company of the Year Award in 2007, and the Customer Service Team of the Year in 2009. I think these wins underline our ability to select the right products and services and market the business well.

What are your plans for 2011?

Our focus will be to develop this hub concept, allowing customers to make the most of our online potential to place jobs directly

into production. We'll be streamlining the ordering process for small orders, adding automated finishing so that production can be adjusted in real time for different sizes.

But the key to delivering benefits is having the correct workflow, and this is where our One Flow system really comes into its own. We're ready to give customers all the benefits and advantages of automated print, with no compromise on quality or standards – and with a very broad range of products, from business cards and printed flags to pavement signs and case-bound books.

→ For more information, call Gary Peeling on 020 8594 4600 or visit www.pixartprinting.co.uk

"BASICALLY, THE NEW COMPANY WILL OFFER CLIENTS THE BEST OF BOTH WORLDS"

Matteo Rigamonti, CEO of Pixart

