

INVESTMENT IN STATE-OF-THE-ART TECHNOLOGY:
DIGITAL PRESS – THE HP INDIGO 100K

FLYERLINE AS A PIONEER IN THE SWISS PRINTING MARKET



Altnau (29.06.2021) - As Switzerland's leading online print shop, Flyerline Schweiz AG is investing in state-of-the-art technology for digital printing on a variety of substrates – even in these difficult times – and pursuing its growth strategy in a targeted manner with its acquisition of the new HP Indigo 100k digital press.

Growing market needs

Print procurement needs are changing. The trend that has emerged over the past few years has been towards short delivery times, variable data printing and especially smaller print runs at shorter order intervals and a corresponding increase in the number of print jobs. This trend has accelerated substantially, not least due to the situation surrounding the coronavirus pandemic. Flyerline Schweiz AG has been supporting this market development for years and has now set yet another milestone in its efforts to meet these customer needs as fully as possible. Customer satisfaction, ser-

vice and quality are paramount at Flyerline. In order to continue meeting customers' needs going forward and offer the best products, the company purchased the new HP Indigo 100k digital press.



Steffen Tomasi, Flyerline (left) and
Sven Bänziger, Chromos Group AG (right)



HP Indigo 100k – the new press will be commissioned at the beginning of August.

Greater productivity and better quality

The new digital press features even higher productivity and produces a better-quality result. Flyerline has placed its trust in HP INDIGIO technology for many years now, most recently with its purchase of an HP Indigo 12000 in 2017.

“Ever since Flyerline Schweiz AG was founded in 2002, I’ve placed the strategic focus on digital printing technology in the area of sheet-fed, web-fed and LFP printing. For Flyerline, Indigo technology represents a technology that is capable of keeping up with our needs and expectations, be it in terms of quality or productivity. The HP Indigo 100k system is impressive across the board and is the logical next step in our customer-focused strategy.” - Steffen Tomasi, CEO and founder of Flyerline Schweiz AG

Installation and commissioning

Given the travel restrictions of the past six months, evaluating the digital printing system has not been an easy task. Video calls and online demos were used to evaluate the machine in advance and Flyerline’s team of specialists was finally able to test it thoroughly on a visit to the HP Experience Center in Barcelona, where the purchase agreement was finally signed. The CHROMOS Group AG service team will begin installing the new machine in the next few weeks,

after which it will provide operator training for employees. The machine will be commissioned in early August.

For further information, please go to www.flyerline.ch.



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