



News Release

Premier Graphics adds two new HP PageWide web presses, tripling inkjet color capacity

Premier Graphics, a provider of transactional and marketing communication solutions, has added two HP PageWide Web Presses, tripling its color digital print volume capability to meet rising demand for data-driven applications in multiple vertical markets including the health care sector.

Operating three PageWide web presses at its Stratford, Connecticut facility, the color series HP PageWide T230 and HP PageWide T240 HD web presses can print on a wide range of substrates, such as Teslin, a synthetic paper used to produce insurance, membership, and loyalty cards in high volume.



“With our new firepower, we can deliver a high volume of variable products with extremely fast turnaround, including customized and personalized member communications,” said Sean Huban, Chief Revenue Officer, Premier Graphics. “The combination of the three inkjet presses provides us the ability to produce over 5 million variable pages per day.”



Since acquiring its first HP PageWide T230 color series web press in 2017, overall business at Premier has grown by 50%, according to Huban. Today, Premier’s digital printing business has grown to 70 percent of overall production.

For Premier’s health care clients, the web presses enable a full set of personalized content for members and their families including customized ID cards, letters, invoices, and welcome kits.

Other transactional works include high-volume personalized direct mail, statements, invoices, and explanation of benefits (EOB) documents. For political mailings, Premier’s new capacity will enable them to produce mailings twice as fast as its capability in the 2016 election.

Established in 1984, Premier has grown to be one of the largest and most diverse marketing communication companies in the Northeast. As a single-source provider, Premier provides printing and mailing services to hundreds of clients out of its 85,000-square foot facility. Premier serves the needs of marketers from many industries including healthcare, education, financial services, and non-profits.



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