



## News Release

# Vivid Impact adds HP Indigo 12000 Digital Press to drive digital transformation

Vivid Impact, a full-service graphic communications company serving leading American brands and retailers, has added an HP Indigo 12000 Digital Press to keep up with demand for digitally printed products, resulting in the decommissioning of an offset press.

Headquartered in Louisville, KY, [Vivid Impact](#) ventured into digital printing with its first HP Indigo in 2011, upgrading and developing a customized web-to-print business based on the HP Indigo 7800. To keep up with business favoring digital, Vivid has now installed an HP Indigo 12000 that has taken over a sizeable amount of work from its offset production.



“Our customers want things fast, within a few days, and expect a proof in a few hours. Traditional printing requires make-ready, while on the HP Indigo we can run it with a click of a button,” said Brendan Kennedy, creative director at Vivid Impact.

Vivid Impact’s business is growing 10% a year amid expansion in digital printing, some 50% of production compared with only 20% a few years ago.

“In the last three years, technology has enabled us to create virtual storefronts for our customers to automate orders through a workflow, enabling us to react more quickly to serve their needs. This is a great source of growth for the business,” added Sam Campitella, VP sales. Today, Vivid Impact operates 11 tailored storefronts for its vertical market clients. These portals enable customers to design and order print jobs, 95% transmitted directly to the HP Indigo digital presses.

Clientele for the storefronts includes restaurant chains, convenience stores, and spirits companies. Orders include frequently changing menus, point of purchase and seasonal promotions, posters, case cards, shelf cards, table tents, and inserts.

### HP Indigo 12000 benefits for Vivid Impact and its customers

With the HP Indigo 12000 Digital Press, Vivid Impact can efficiently impose a higher quantity of jobs on the 20 x 29-inch sheet, including batching jobs, making more competitive pricing compared with offset.

According to Kennedy, the HP Indigo presses offer the color consistency needed to ensure standards for its brand clients. Vivid Impact is G7® Master Certified Printer, a worldwide standard in print production best practices and specifications, maintaining consistency from proof to print.

Additionally, the HP Indigo 12000 capability to run the industry's widest range of substrates enables Vivid to cover a vast range of orders for its clients, including cling substrate for convenience store colors and specialty papers.



Vivid Impact has grown to be a leader in the graphics communications industry. Founded 40 years ago as a small Louisville-based commercial printing operation, it has evolved into a full-service, state-of-the-art graphic communications company with global reach, that employs over 150 team members with over 100,000 square feet of state-of-the-art production and warehouse space.