

Case Study:

HP helps a leading graphic arts company evolve into a high-end integrated and print media services provider.



**“The coming years will see Comart consolidate its strengths and focus heavily on the print outsourcing market. As we expand our horizons, we will continue to look at newer HP solutions to stay in control of our graphics production processes. We are extremely positive that the partnership with HP will continue to evolve and add value to all Comart's services”**

Fred Poonawala  
Director  
Comart





For more than 72 years, Comart - Integrated Premedia and Print ([www.comart.in](http://www.comart.in)) has been one of India's leading graphic arts companies. Set up in 1934, it started out as a company that ran prepress jobs for companies. Today, it offers a diversified range of premedia and print services to India's leading brands, packaging providers, publishers and advertising agencies. With nearly 300 employees spread over its two locations in Mumbai and Bangalore, the company is growing at over 20 per cent a year.

"The Comart brand has been built through consistent delivery of top quality premedia services that integrate closely with evolving customer needs. Quality is the central focus of all that we do. Everything else is secondary" says Fred Poonawala, Director at Comart. Given this unrelenting focus on quality, it is not surprising that Comart is trusted by top-line agencies such as JWT, Ogilvy, Rediffusion, Ambience Publicis and leading consumer marketers such as Hutch, Unilever, L'Oreal, ITC and Zodiac.

In recent years, Comart has evolved from being a traditional pre-press supplier to a provider of integrated premedia and print services. A key enabler of this transformation has been investments in high-end technology from best-of-breed suppliers such as HP.

Comart's commitment to quality has meant that it has been an early adopter to technology. Always on the lookout for ways and means to enhance the value of their services, the company chose HP – a global leader focused on the graphic arts segment - as its partner for print systems. "HP offers a complete portfolio of products for the graphic arts segment. This helps us effectively manage our wide-ranging print requirements," says Poonawala.

#### **Time-tested Partnership**

Comart's association with HP goes back to 1976 when HP scientific calculators were first used by the company. Comart was one of the first Indian companies to use scientific calculators in graphic arts for complicated calculations required during long exposures. Many years later, it became one of the first users of HP5000 indoor inkjet printers. Today, Comart has amongst the largest fleet of HP products in the Indian graphic arts industry that include the HP Designjet 5000, HP Designjet 5500, HP Designjet 9000, XL Jet, Go Jet, HP Designjet 10 PS printer and the XL Premium printers. Says Poonawala, "We've adopted HP printers as the de-facto standard due to their highly reliable and predictable performance over time."

#### **Helping Meet Quality Goals**

Comart banks on HP to provide large volume, colour-consistent and high quality printing services to its clients. It also expects consistency across media that HP printers offer with a high degree of consistency.



Partnering with HP has helped the company pursue its quality goals. "HP products have helped us cover the entire gamut of print services from small to large format and from proofing solutions to indoor and outdoor solutions," says Fred. For instance, the latest ink-jet technology from HP allows Comart to provide prints on photo glossy, self adhesive vinyls, translite, canvas, silver foil, cloth and backlit media. It also enables them to provide a choice in the print finish between glossy and matt. "Of vital importance to us, is the fact that HP printers ensure repeatability and colour consistency among the different media that we work in," observes Poonawala.

#### **The Colour of Success**

One of Comart's core strengths is its expertise in providing colour-managed deliverables across different media. Proof of which is amply borne out by some of the award-winning campaigns it has partnered with clients such as Ogilvy, L'Oreal, The Lowe Group, Grey and Saatchi & Saatchi.

Today, Comart's fleet of sophisticated HP printers give it a technical edge in the marketplace by offering image processing, colour management and colour proofing services that match global standards while allowing it the flexibility to manipulate colour on every job order. It is a capability that keeps customers flocking back to Comart. Opines Poonawala, "In our line of business, nothing builds customer

loyalty more than quality of service. Since the 1930s when we began operations, we've stayed focused on making the best technology available to our customers. Thanks to this guiding philosophy, our customers have rarely had any reason to go elsewhere."

#### **Enabling Business Growth**

In recent years, Comart has evolved from being a traditional pre-press supplier to a provider of integrated premedia and print services. A key enabler of this transformation has been investments in high-end technology from best-of-breed suppliers such as HP. While HP has undoubtedly helped Comart meet production quality requirements, it has also contributed to growth in Comart's portfolio of services as well as in the expansion of its market footprint. One such new service offering has been in the area of packaging services, which has found willing clientele not just in India but in demanding European markets.

This strategy of early technology adoption has allowed the company to develop greater flexibility in its offerings, deliver higher quality that meets global standards and respond faster to client needs. Today, apart from its Indian clientele, Comart operates a dedicated premedia services unit for a leading UK-based packaging company apart from offering the industry's widest range of speciality print services for indoor and outdoor media.

Summing up, Poonawala says, "Our

culture of personalised attention and passion for service has always been complimented by our focus on integrating cutting-edge technology. Increasingly, services in the graphic arts market will be driven by leverage of technology." This philosophy has helped the company achieve a turnover of Rs.15 crore in 2005-06 and the confidence to peg its future growth rate at 20 per cent per annum over the next five years. "The coming years will see the company consolidate its strengths and focus heavily on the print outsourcing market. As we expand our horizons, we will continue to look at newer HP solutions to stay in control of our graphics production processes. We are extremely positive that the partnership with HP will continue to evolve and add value to all Comart's services."



## Challenges

Develop into a one-stop shop in premedia and print services

Ensure colour consistency across products

## Solutions

Technology upgrades and expansion in fleet of printers through the installation of superior HP large format printers

- Acquiring the best image processing and colour management workstations through the HP large format printing solutions.
- Maintaining a fleet of sophisticated HP large format printers that are calibrated to ICC standards.
- Weekly calibration of monitors and daily calibration of HP printers.

## Results

- The list of key services offered grew as Comart emerged as a creative partner to the client.
- A 20 per cent growth in revenues and an expanded client base
- Vibrant and consistent colours across media.
- Clients trust factor high.
- Deeper involvement and increased ability to meet stringent client needs.

## At a Glance

Company : Comart - Integrated Premedia and Print  
Founded : 1934  
Locations : Mumbai, Bangalore  
Employees : 306  
Key markets : Advertising, Publishing, Packaging, Print services, Consumer marketing.  
Services : Digital prepress, Design & visualization, Digital printing, Indoor/ Outdoor media, Digital Photography, Digital asset management, BPO services.  
Contact : Fred Poonawala,  
Tel: 91 22 66543800  
URL: [www.comart.in](http://www.comart.in)  
eMail: [info@comart.in](mailto:info@comart.in)

## Technology Highlights

- HP Designjet 5000
- HP Designjet 5500
- HP Designjet 9000
- XL Jet 2.2 meter
- Go Jet 3 meter
- HP Designjet 10 PS printer X 5
- XL Premium printer 3 meter