



King of the strip

How the FUJIFILM J Press 750HS has made Haig's Quality Printing one of the biggest players in Las Vegas' competitive market





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In 1997, Haig's Quality Printing was a small commercial print shop in Palm Springs, California. But as the company began to grow, Haig Atamian saw a bigger future on the horizon. Outgrowing the Palm Springs market, he set his sights on Nevada, where he eventually opened a sales office.

By 1998, with more business coming from Las Vegas, he moved the operation lock stock and barrel. With more than 45 years of experience under its belt, Haig's Quality Printing continues to boom in the boom town of Vegas, building a client base of hotels and casinos, as well as packaging companies and print brokers across the country.

Powered by its state-of-the-art equipment and one-stop shop persona, Haig's has turned a manufacturing process into an art form on the way to becoming one of Las Vegas' largest full-service printing companies.

The Challenge

Haig's Quality Printing faced several challenges in its printing business, including the need for rapid response to customer demands, and the ability to handle complex and varied print jobs efficiently. In a Las Vegas market that demands perfection, the printer not only needed the capability to deliver high-quality pieces that featured foil, die cut and spot UV, but it needed to have quick turnaround times, particularly for its clients in the casino and entertainment industry.

With the equipment Haig was using, its production team encountered issues with consistency and quality when printing jobs that required intricate details, such as foiling, spot UV and die-cutting. Haig also faced problems with plate consistency and longevity, leading to rejects and operational inefficiencies. And, along with chemical-based plates that posed environmental and safety concerns, its previous equipment required frequent repairs and had limitations in capabilities, which hindered productivity and profitability.

"Traditional offset printing methods couldn't ensure consistent results, especially for variable data printing where each piece needed customization," Atamian says. "Las Vegas makes us improve ourselves. We do personalized mailers that include 50,000, 60,000 pieces with an invitation and an envelope. We have a great relationship with our customers. They know everything we do is going to be first class, the price is going to be right and it will be on time. To compete, we have to be fast, accurate and modern."

The Solution

To address these challenges, Haig needed to find an option that could meet the extreme demands his customers had on speed, quality and flexibility. Enter the FUJIFILM J Press 750HS, which afforded Haig the ability to produce short runs efficiently and provide high-quality prints with precise color registration, especially its compatibility with various substrates and inks.

In addition, the reliability and process-less nature of the FUJIFILM SUPERIA® ZX offset plates have improved its efficiency and environmental sustainability. "We have not had any color issues for many years now," Atamian says. "Everything is well set and it flows well. The ColorPath is unlike any tool we've seen. The best part of the 750 is that we don't have to buy special papers because it has its own coating in line."

The other factor was the ability to personalize each piece. Because the casinos are data-driven, the J Press 750HS's ability to print variable data with consistent quality helped eliminate the inconsistencies associated with traditional offset printing. "We are able to take their lists and set up data, personalize them, enhance them further, and mail match them and send it to them. No way to do that unless you have the J Press."

The Results

Upon implementing the J Press 750HS into its workflow, Haig has experienced significant improvements in its printing operations. The J Press has enabled it to streamline production processes, reduce turnaround times and maintain consistent quality across all print jobs. With the ability to handle short runs and personalized mailers effectively, Haig has even expanded its service offerings and attracted new clients.

There has been another benefit resulting from the effectiveness the J Press provides, especially in how it helps streamline Haig's proofing and dummy-making processes. "It has helped reduce a lot of errors and has saved us time. We do a lot of short runs now. There have just been a lot of things we have been able to do with the J Press on the short-run side that results in good quality."

In addition, the J Press 750HS's reliability and ease of use empowered Haig to deliver exceptional results consistently, enhancing customer satisfaction and loyalty. "Our customers know us. The manager or vice president, or president of a company doesn't call their purchasing officer and say, 'Find me three prices who can do this,' Nora Atamian says. "They tell their purchasing people and say, 'Call Haig's; get this job done.'"

At A Glance



The Challenge

- Haig's Quality Printing struggled with equipment issues and the need for modernization to meet rapid demands and handle complex print jobs in the competitive Las Vegas market.



The Solution

- Haig's Quality Printing adopted the FUJIFILM J Press 750HS and SUPERIA ZX offset plates to enhance efficiency, sustainability, and produce high-quality, personalized prints, meeting market demands.

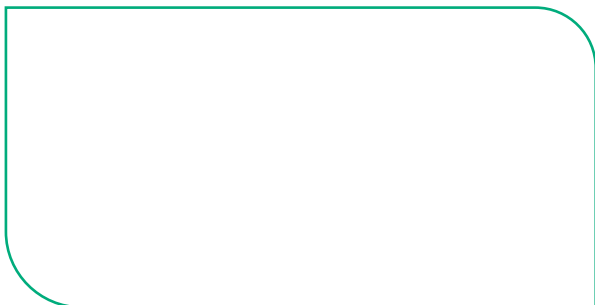


The Results

- Implementing the J Press 750HS improved Haig's printing operations by streamlining production, reducing turnaround times, maintaining consistent quality, and enhancing customer satisfaction.



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