



## JKN Digital stays true to HP Latex



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Founded in 1988 with a workroom initially comprising plotting and cutting equipment, JKN Digital invested in digital printing systems early in the technology's evolution. It has been a loyal customer of HP's for the past ten years and until 2019 ran seven HP Latex 370 printers at its Preston headquarters, which delivered excellent quality printing on roll media for mounting onto rigid boards.

Constantly keeping an eye on industry developments, JKN Digital's Managing Director Peter Nicholls had followed the release of the HP Latex R2000 hybrid printer with interest and visited HP Graphic Arts Experience Center in Barcelona for a tailored demonstration.

"In Barcelona I was able to see the level of quality of the output on the R2000, especially when printing direct to rigid substrates," says Peter Nicholls. "I was particularly impressed by the white ink; its vibrancy really makes it superior to all other whites on the market."

The HP Latex R2000 was supplied to JKN Digital in March by HP authorised dealer Papergraphics. Since its installation it has been used for applications such as white window graphics and displays on metallic materials for the Christmas retail market. While its creative potential is enormous, Peter explains that his favourite features are its reliability and its efficiency.

"JKN Digital have been a user of HP Latex for ten years and we have always found the technology very reliable, but the R2000 most so," he comments. "It has excellent mechanical stability and we also have the back-up from HP for its maintenance. In this day and age when everyone wants everything yesterday, reliability is very important.

"We've also improved efficiency by working faster with the same number of staff while keeping the quality of output very high."

Papergraphics also supplied two HP Latex 570 printers to JKN Digital in May 2019. The compact Latex 570 model uses the same eco-friendly water-based ink as the HP Latex R2000 and is designed for cost-effective, high-quality production.

These three new systems, replacing the seven older HP printers, are part of JKN Digital's ongoing commitment to investment.



For more information, please visit <http://www.hp.com/go/LatexR2000>