



Detroit dynamism

Tony Pelc of Allied on chasing opportunities in Michigan.

“With the HP PageWide Web Press T300 HD we recently printed a job on the press in 7.5 hours that would have taken seven days using our previous hybrid method.”



Allied Printing Co. Inc.
Tony Pelc, COO
Country: US
Segment: Direct Mail & Transactional

HP: Tony, how did you develop the vision for what Allied is today?

TP: The story goes back to 2008 and 2009. We started discussing what's it going to look like in the next five to ten years and where are we going to find our best growth opportunities. We always looked at new technologies, and inkjet was just starting to come out. I investigated the technology over the next four or five years, and in 2014 we made the decision to invest in HP. We felt they were the most committed to research and development, and for us, it's all about protecting the integrity of the company and the 100 families that work for us.

HP: How important is it to partner with a company that's always looking forward?

TP: It's incredibly important. The challenge for most companies is how are they going to remain innovative? The only way is through some pretty significant capital investments, and you have to make sure that your partners are as committed as you are to an idea, and by far, HP was the strongest in commitment. That really made it a no-brainer as to which partner to choose.

HP: You had a wide selection of presses. Why the HP PageWide Web Press T300 HD?

TP: Our roots are in commercial offset. At the time, the T300 gave us the most flexibility and versatility with regard to bringing new products to market. And because of its size, we'd be able to use our existing workflows on the conventional side when necessary to finish products. The 30-inch platform also allowed us to differentiate ourselves from the transactional market. Now we can

It takes a revolutionary approach to build on a long history and create an exciting new set of print products. That is why Tony Pelc and the team at Allied invite customers to rethink ink. Since 1952 they have been serving the market with quality offset printing from their Detroit, Michigan base. Ten years ago, they saw the opportunity that inkjet printing could provide.

customize signatures, do broadsheets, print on different media. Anything and everything can be customized on the HP.

HP: Are you in constant conversation with HP about your needs going forward?

TP: Yes, we talk pretty regularly with the Biz Dev group. It's a partnership. When we see things in the market that we believe are opportunities, we reach out. We ask, "What do you think? Are we headed in the right direction? Is there something you think is possible?"

HP: How has the power of the HP PageWide Web Press series influenced the kinds of products you bring to market right now?

TP: When we started in 2014, our revenue was 75% from conventional offset products and 25% from digital or

direct mail. Today, it's completely reversed. We're doing so much more on the digital side than we ever were in the past. That's why we're investing in a second machine. When our DM clients see how fast we can do personalized content with the quality of offset, they just give us more and more runs.

HP: Is the growth of DM in your shop due to the kind of products that you're offering to existing customers, or are you attracting net-new customers with your capabilities?

TP: It's both. Because of our capabilities and capacity, we've become attractive to some very significant brands in the market. Allied is a smaller company. We're flexible and we service the heck out of our clients. Our culture here is 100 percent customer-centric, and it shows in our ability to deliver a product.

HP: Are you expanding into other facets of digital production?

TP: We're working to bring new products to commercial markets that were traditionally driven by agencies, especially here in Detroit for automotive. With regard to dynamic content, they either don't understand it or they're afraid of Big Data and how to put it in their documents. We're working very hard on the educational side to change that dynamic. There's real opportunity in the benefits of digital technology.

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit hp.com/pagewidewebpressT250.

