



Instant loyalty

How Formost
Became Foremost in
Inkjet Production.

FORMOST
mediaOne
AN XERO COMPANY

Formost mediaOne
Tyler Marshall, Sales & Marketing Manager
Country: Canada
Segment: Transactional



Formost, founded in 1981, provides document outsourcing, transaction printing and direct mail services. Primarily servicing the marketing and billing sectors, Formost produces and distributes variable-imaged documents, direct mail pieces and customized corporate communications material. By investing in the HP PageWide Web Press T230, the business has become faster, more dynamic, and better placed to drive long-term success.

“I bring clients in just to look at it. They’re awestruck. It’s beautiful. When the room is dark, honestly, it looks like a spaceship.” Ben Gaudet, an account manager at Formost mediaOne, an Ontario print and mail specialist, loves his company’s HP PageWide Web Press T230. Gaudet says new business can be won just by customers seeing the machine: “Customers are floored when they see it for the first time.”

“We were able to transfer 40% of our business over to Inkjet immediately,” says Alex Calpito, director of operations, Formost mediaOne. “We continue to supply offset, but three years ago we recognized we needed to invest in the future of the business.”

Formost mediaOne could have continued to drive a living out of offset, but the long-term prospects were not favorable. Customers wanted faster turnaround times, with the ability to make changes closer to delivery drops. “The market is reactive. We wanted to be more flexible,” says Calpito.

The decision to invest in the HP PageWide Web Press T230 was not taken lightly. “It was a multimillion-dollar investment,” says Calpito, “but the more we looked at it, the more it became clear that none of our competitors had this solution. The HP PageWide Web Press T230 was the right product at the right time.”

He says alternatives were considered, but HP offered several compelling features. “We’re already buying rolls for the offset printers, so the continuous feed of the T230 was a big deal. Also, the T230 is adaptable. We can customize it to our

needs, with an EMT finishing line with dynamic perforations, MICR capabilities, in-line hole punching, and sheeting.”

With Formost running double shifts, and the printer running almost continuously, the reassurance of HP 24/7 support was a crucial factor. “Ultimately, we’re in the service industry. We understand that we must provide a service, and we recognize great service in others. We have HP on the end of the line, any time.”


The HP PageWide Web Press T230 enables Formost to offer a true ‘White Paper’ imaging solution going from 22” wide, 50” diameter mill rolls to finished product at 400 feet per minute. At almost 1,800 two-sided full-color letter size impressions per minute, the press brings Formost mediaOne’s overall imaging capacity to over 100 million impressions per month. Print runs that used to take two weeks between offset and laser are now being completed in two days.

Formost mediaOne can offer customers high-value applications, mass customization, exceptional color, MICR, and faster turnaround times. This versatility allows the company to talk differently about its services, helping win new business with Fortune 500 clients, and group together print runs for smaller customers.

“Investing in HP has been the best business decision we’ve ever made. We’ve embraced new technology and we’ve reinvented ourselves,” says Calpito. “We’ve seen a huge surge in the volume and quality of work we’re doing.”

For marketing communications, the HP PageWide Web Press T230 shortens production lead times. This allows customers to sign off designs closer to the drop, or to make changes mid-campaign.

“Email and social are clearly important, but the flexibility of the T230 allows us to more closely integrate print with these marketing channels,” says Ben Gaudet.



“Anyone can print. We wanted to distinguish ourselves. We wanted to provide real solutions to real problems for our customers.”

This has a significant impact behind the scenes. Formost mediaOne is faster to turnover print stock, it doesn’t need to commit to supplies so far in advance and needs to hold less stock for customers in its warehouse space. One financial services customer saved \$50,000 by being able to make last minute changes to its tax mailer.

“We’re better able to manage the peaks and to fill the troughs with new business. Overall, our production is more efficient and expanded our capacity by leaps and bounds,” says Calpito.

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.