



## imec

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**"It would have cost thousands of dollars to have produced this small quantity via an offset press – it was far more cost efficient to have us run them on the HP Indigo press."**

**Trey Rivalto**  
imec - Vice President of Sales and Business Development

#### **The HP Indigo press, combined with imec's skill in color management, delivers award-winning pieces**

HP Indigo Ribbon Awards winner, imec, points to the "i" in its name – standing for innovation, ingenuity, imagination, and integrity – for its success. Memphis, Tennessee-based imec self-promotional book won a "Best of Category" award in marketing collateral and "Best of Show," and its production of a dance costume catalog took home a Best of Category award in the books and manuals section. This annual competition recognizes leading HP Indigo press users for producing the best high-value, offset-quality digital printing in the marketplace.

Trey Rivalto, Vice President of Sales and Business Development for imec, stated, "Like most trade shops we've had to evolve, grow and reinvent ourselves. We started in 1923 as the Memphis Engraving Company, but over time we've become known nationally as experts in color management in pre-media production services. In 2001, we changed our name to imec – to help indicate the broadened range of services beyond our original prepress expertise. Today, we offer creative services, photography to digital print on-demand, and everything in between, and we output our pieces on an HP Indigo press 3000."

He reflected, "The dance costume catalog was produced for Varsity Spirit Corporation. We've worked on this particular dance clothing line piece for many years in terms of handling prepress production services so that a commercial offset printer could then print the book in volume. However, this year our client had a need to have a small number of these books printed for a very important meeting ahead of the main production run. So we output this short-run on our HP Indigo press 3000, and Varsity Spirit loved it.

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have us run them on the HP Indigo press. We had total control over the quality of this job and the results reflected our expertise."

Of the imec sales promo piece, Rivalto explained, "We are constantly looking for new business opportunities and we try to target and profile key industries where we feel there is good opportunity for growth. Because of our history with fashion and cosmetics, we tried to get onto the preferred vendor list of L'Oreal USA as a prepress vendor. In doing so we wanted to showcase the 'before and after' pictures – to clearly demonstrate the benefits of having us color manage and retouch the brand imagery.

"Once this booklet was assembled we knew we didn't need many copies for the L'Oreal prospecting effort. However, we also knew it could be leveraged for other pre-sales activities, so we made it available on our intranet sales portal to print on-demand to our HP Indigo press. In fact, our sales people personalize the cover and inside content when it's being printed for different sales efforts to have even greater sales impact."

Imec is now on the preferred vendor list for L'Oreal USA. Rivalto commented, "It contributed positively to our marketing efforts, and we continue to see success when we use the piece for other sales opportunities. Of all the digital equipment on the market, HP's patented technology and HP ElectroInk – the process by which the ink adheres to the paper – is the closest I've seen to offset print quality."

HP has invested heavily in the development of HP ElectroInk 4.0, which electrically controls the location of print particles as small as one micron, smaller than is possible with dry toner technology. This microscopic particle size produces higher resolution, brighter gloss, sharper image edges, and very thin image layers, which takes on the look and feel of the substrate and makes the final output similar to conventional offset printing.

Rivalto concluded, "I believe the success we've enjoyed with all of our digital projects is the direct result of the HP Indigo press technology combined with our skills in color management."

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