

Sign & Wide format printing with HP Latex and ESKO

By Ton Rombout



One of the Totems of the forecourt of Marseille Provence Airport.



Gaylor Herold and his father Christian.

“The ESKO Automation Engine gives us the freedom to focus on more work with the same equipment.”

- Managing Director, Gaylor Herold

Enseignes & Néons was originally a sign company. Gaylor and Christian, his father started the company making signs (letters, figures and logos painted by hand, later cut from wood or plastic and made out of neon tubes, LED, etc.).

The company now has a much broader scope, still making signs but also engaging in digital wide format printing. Based in Istres, on the Mediterranean coast near Marseille, it also tries to operate as eco-friendly as possible.

HP Latex equipment

Firstly we should mention that the company specifically opted for latex print technology back in 2008, when Enseignes & Néons made the decision to incorporate HP Latex technology because it was eco-friendly. The first HP Latex large format printing system (later followed by the

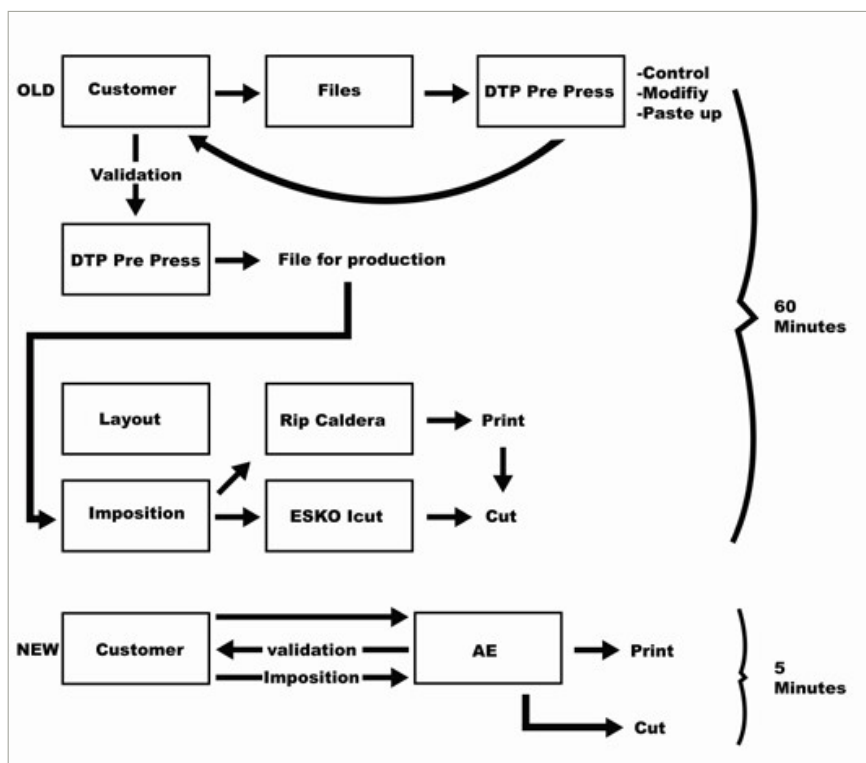
L65500 Latex printing system) was delivered in 2009, enabling the company to produce truly outstanding products. In fact Enseignes & Néons was the first in France to buy this printer, at a time when latex technology was still brand new throughout the world. From then on Enseignes & Néons let it be known that it could deliver signage on behalf of customers, but also serve as a large format print provider. Signs could be embedded in the print or combined with the large format latex prints referred to as 'signalétique' in France, and large format printed signs could be embedded in flags, boards, panels or stands.

Successful relationship with HP

Gaylor Herold explained that since then the company has maintained an excellent partnership with HP France Euromedia distributor, represented by Philippe Bouvier, developing more and more interesting applications.



Overview of the totems by night.



Schedule of Automation Engine effects.

The advantages of latex were henceforth communicated to Enseignes & Néons customers throughout the region. In 2011 the company decided to buy a second HP latex printer, the HP latex 360, producing applications for interior and exterior designs. This printer creates prints that are light and scratch resistant, whilst the latex maintains the print quality. In 2015 the company decided to buy a third HP printer, the HP Scitex FB500, printing directly onto media up to 6.4 cm thick, such as PVC, cardboard, di-bond, honeycomb, wood, plexiglass and metal. The ink also adheres perfectly. The system will produce double-sided and borderless prints in high image quality, with perfect adhesion of the inks to the substrates.

Finishing with the Esko XP24

In 2013 Enseignes & Néons acquired an Esko XP24 digital milling machine & optical cutter, with a useful format of 2 x 3.20 m, which matched the company's requirements perfectly. The final choice was also based on the fact that the Kongsberg was the only machine at that time to have a 3Kw cutter, strong enough even to cut V-notches in re-board plates. According to Gaylor Herold, this finishing machine still runs seamlessly, handling all the finishing work generated by the company's latex printing systems. And onto the next step...

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Ecological digital printing: a must

Gaylor Herold's view of eco friendliness and sustainability is quite clear. "In my opinion ecological digital printing is paramount and should be tackled nationally! It isn't always easy for the communication professions, in France also, to adopt a responsible environmental approach. Digital printing can be a great source of pollution because of the use of solvent based inks and PVC type heavy media. Today we are proud (and still the first since 2009) to be able to offer our customers a completely ecological digital printing solution, in partnership with HP France, with the first machine using latex based inks!"

Certification

Gaylor Herold showed me the following certificate: "We certify that ENCommunication (Enseignes & Néons), based in Istres, France, uses HP Latex printing technologies and that its representative, Gaylor Herold, has successfully completed HP's Ecosolutions training focused on how HP Latex printing technologies can reduce the environmental impact of large format graphics printing, and which print service providers can improve the energy performance of their printing operations as a whole." With regard to other media that the company is using, Gaylor Herold continued: "We now use a complete solution for responsible communication entitled ECO'attitude. Thanks to our media supplier HEXIS, we were able to set up a recycling process for PVC tarpaulins, falls and printed materials: ECO'attitude. The concept is simple. We collect and store all the prints supplied by us free of charge and the collected PVC is sent to a waste treatment centre, where it is recycled."

Gaylor Herold concluded as follows: "Preserving the environment is one of the most important issues of our time. To respond to the new restrictions that are necessary to protect the environment, we apply simple but effective measures such as the successful management of hazardous waste, securing the storage of hazardous products and excluding toxic substances from our workshops."

Case

SignPro Europe May 2018



The awards.



One of the totems in full glory.

Esko Automation Engine

Enseignes & Néons recently made a key decision. Its workload was becoming critical as a result of considerable growth in the region and many new customers. It was time to review the overall workflow and find out whether automation of the checking and validation of incoming files, the imposition of files finding the optimum solution for the media and waste reduction, would be the best way to optimize operations with the tools the company already employed.

Gaylor Herold and his team decided to purchase Automation Engine from Esko, to introduce the necessary production improvements in order to save time, reduce waste and cut costs.

Previously the turnaround of incoming files was

too long because they had to pass through the prepress, RIP, printer and cutter stages. Capacity needed to be increased and the overall production cycle required more standardization. In other words, the company had to shorten production time and increase efficiency, i.e. reduce the number of errors, streamline workflows and reduce human intervention to minimise mistakes.

The results speak for themselves

Gaylor Herold: "In fact by 'instructing' Automation Engine how to print and cut, we are cutting down the time at the prepress department to prepare and check incoming files by approximately 50% and saving another 50% optimizing the files for production and validation by the customer."

Gaylor Herold provided me with an illustration on paper of the differences between the former manual workaround and the automated workaround that will now be introduced in the overall production workflow. The number of steps required is already down to 30%, perhaps even less, of those required before Automation Engine was installed.

"Previously the entire process between a file entering and leaving the system as a product lasted at least one hour. With Automation Engine it is down to approximately 5 minutes. Moreover, the automated process reduces the number of human errors and the need for human intervention. If the system tells us we require human intervention, we will obviously take action." •

Press Release Istres, 30th Of March 2018

Enseignes & Neons Awarded at the 12th Edition of the Icona d'Or.

It's on the occasion of a prestigious ceremony on March 22 in Paris, organized by e-Visions (formerly Synafel, National Union of Signs and Signs), the winners of the national competition ICONA D'OR 2018 have been officially unveiled, in front of an audience of actors of the visual communication. Enseignes & Néons has received its first Golden Icon since the company's inception in 2006.

Enseignes & Néons, Rewarded for a Project Outside Standards

Enseignes & Néons won the "Signage Award, created externally" for the realization

of the Totems of the forecourt of Marseille Provence Airport. In November 2017, Enseignes & Neons, in close collaboration with the Eiffage company, managed to deliver on time a major project at the Marseille Provence airport. The coach had made, on the forecourt of the airport, the 13 luminous directional and digital totems, as well as the 3 monumental totems of 12 meters and weighing 15 tons each, indicating the terminals, and visible from the highway. All employees were mobilized to meet this challenge: technical design, steel and aluminum lock smithing, texts and light boxes, and the implementation of off-standard lanterns (500kg each) to more than 12 meters of top.



Gaylor Herold, managing director of Enseignes & Néons was awarded with the Icona d'Or 2018.