

# Developing a new line of business with HP Designjet printers

Netmaps introduces print-on-demand wall maps with HP Designjet 5000ps



“The HP Designjet 5000ps delivers outstanding quality maps, is very fast, requires little user-intervention and is extremely reliable. It has simplified our workflow considerably. We print maps in less time, and we are saving time and money on outsourcing too!”

– Xavier Kendall, International Sales Manager  
Netmaps S.A.

**NETMAPS**

Geografía.Cartografía, SA





Netmaps S.A. is a cartography company supplying maps for clients from a wide range of industries, from publishers to retail business chains and large multinational companies, all over the world. Netmaps delivers textbook maps, city maps and guides in digital form, and standard offset maps printed in large volumes. Now, using the HP Designjet 5000ps (60"), they have moved into the lucrative consumer market of large-format, printed wall maps.

Their previous printer had been used for printing internal test prints of maps that were then delivered in digital form – output quality was not sellable and the printer was slow. When customers requested a paper copy, Netmaps outsourced the job.

Xavier Kendall, International Sales Manager at Netmaps S.A. says that the recently acquired HP Designjet 5000ps is the ideal solution to satisfy their print-on-demand needs. "The HP Designjet 5000ps has allowed us to develop a new line of business targeting the consumer market through our dedicated web site ([www.mapasmurales.com](http://www.mapasmurales.com)). By selling printed wall maps we have entered a popular market, plus we can offer a broader range of cartographic products. This has also benefited company business as a whole by attracting more customers to our existing product lines."

#### Stunning results – even up close

The International Map Trade Association fair in Barcelona in February was Netmap's first opportunity to show potential customers their new product line.

The four Netmaps stands displayed the kind of quality output potential customers can expect from the HP Designjet 5000ps, and Xavier Kendall states that the maps displayed impressed visitors. "All our display panels were covered with large-format wall maps printed using the HP 5000 printer, and the high quality and fine map details really caught the attention of potential customers."

The printer's six-colour ink system and HP's colour layering technology, that combines ink drops on a single dot, create smooth colour transitions and photo-quality results—even up close.

#### HP Designjet 5000ps offers speed and reliability

Xavier Kendall is convinced that the HP Designjet 5000ps meets all their print-on-demand needs, both current and future. "The printer delivers outstanding quality maps, is very fast, requires little user-intervention and is extremely reliable. The new printer has simplified our workflow considerably. We print maps in less time, and we are saving time and money on outsourcing too!"



The HP Designjet 5000 series (42" and 60") printers deliver maximum performance through a powerful combination of speed and uncompromising image quality unmatched by any other printer in their class. It's the perfect choice for production environments that put a premium on fast turnaround and superior image quality.

#### Customer at a glance

**Industry sector:** cartography

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For more information on HP Designjet printers,  
visit: [www.designjet.hp.com](http://www.designjet.hp.com)

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