
Media alert

Premier Press adds HP PageWide Web Press to expand high-quality direct mail services

Premier Press, a creative production company, has acquired an HP PageWide Web Press T250 HD to expand its product range in premium-quality direct mail with high-speed inkjet printing for personalized marketing campaigns.

Headquartered in Portland, Oregon, Premier Press provides a wide range of design and creative production services in digital, offset, and large format printing for nationwide brands, with a specialization in influencer packaging, direct mail solutions, apparel, and branded environments.

Premier identified growing demand for high-quality, creative direct mail among its clientele, completing installation last month of the 22-inch HP PageWide T250 HD to expand these services. During the pandemic, personalized direct mail has grown significantly as a marketing tactic for industries needing new promotional strategies for companies looking for new ways to increase their customer base.

“Quality was our top priority when choosing a web press for direct mail. We want to continue our know-how in premium products and redefine direct mail with a new level of customization,” said Manuel Saez Vice President. The PageWide T250 is the first such digital press to be installed in the Pacific Northwest. “Our investment in HP PageWide Web Press HD colour technology will enable us to grow our digital business and expand overall production capacity.”

The High Definition Nozzle Architecture (HDNA) on the HP PageWide T250 HD produces high-quality output without compromising on productivity. HP Brilliant Ink delivers new versatility with an expanded colour and paper gamut, opening new possibilities for high-volume production of high-end direct mail pieces, as well as commercial and publishing applications. Delivering bold reds and dazzling blues with a glossy output, the new CMYK ink set was developed specifically to print in high quality on coated and uncoated offset media.

Now, Premier is moving offset and digital work to the new digital press and benefiting from higher productivity, lower costs and faster time to market. “We have one direct mail project every month that took 80 hours on our existing digital inkjet, and we have already succeeded in reducing the printing to only 14 hours on the new PageWide,” said Saez.

Premier has set up an integrated production line for optimizing the speed and efficiency of digital printing, with the T250 HD operating inline with a Harris & Bruno AQ + UV post-coater and Hunkeler cutter + stacker.

Its clientele in the medical, financial and insurance segments are also increasing demand for direct mail of four-color, high-quality sophisticated pieces, said Saez. Premier has an in-house creative marketing team that creates sophisticated 1:1, creative personalized projects.



The new digital press, using water-based inks and feeding FSC certified rolls, also enables Premier to continue to prioritize sustainability in its operations. Their 200,000 sq .ft. facility is 100% wind-powered to maintain a business with a zero-carbon footprint. Premier is also certified by Sustainable Green Partners.



Pictured left to right: Chris Feryn, Manuel Saez, Juli Cordill, Scott Gorman, Lisa Held

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