

# SUCCESS STORY



**SHEIK RAHAMATHULLA,**  
CEO, SSR Enterprises



**HP Latex R2000 opens up new avenues for SSR Enterprises in rigid & flexible material printing**



Bengaluru-based SSR Enterprises is one of the popular signage, advertising and branding solution companies in the city. The company is known for production and execution of landmark POP/POS projects. In conversation with Sign & Graphics, Sheik Rahamathulla, CEO, SSR Enterprises, explains how they have garnered a new momentum in rigid and flexible material printing after the adoption of HP Latex R2000.

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HP Latex R2000 has empowered SSR Enterprises to discover new possibilities in printing on rigid and flexible materials. “After the adoption of HP Latex R2000, we feel like a master to take on any rigid and flexible material. The machine is a true workhorse that can sharpen the quality of any rigid substrate with the most vibrant colours and glossiest white. After all, we are proud to be the first adopter of the machine in India,”

“With the HP Latex R2000 in our production facility, we have built up our confidence to work for unique POS/POP projects for big retail brands.” SSR Enterprises has been partnered with a chunk of customers from diverse sectors. The client list consists of a family of old and new customers such as All Out, Tata Photon, Uninor, Spice, Dish TV, Axis Bank, Nerolac, Sleepwell, to mention a few.

HP Latex R2000 is a perfect machine for achieving amazing colours on rigid and flexible materials. It can deliver graphics up to 1200 x 1200 dpi at the speed of 47 sq m/hr (507 sq ft/hr) in Indoor Production Mode and 92 sq m/hr (991 sq ft/hr) in Outdoor Production Mode. “After the adoption of this printer, we say ‘goodbye’ to print and mount job. This printer is engineered as one technology for the same look across rigid and flexible graphics,” tells Sheik. The printer’s durable and flexible water-based ink offers high adhesion and scratch resistance with HP Latex Overcoat.

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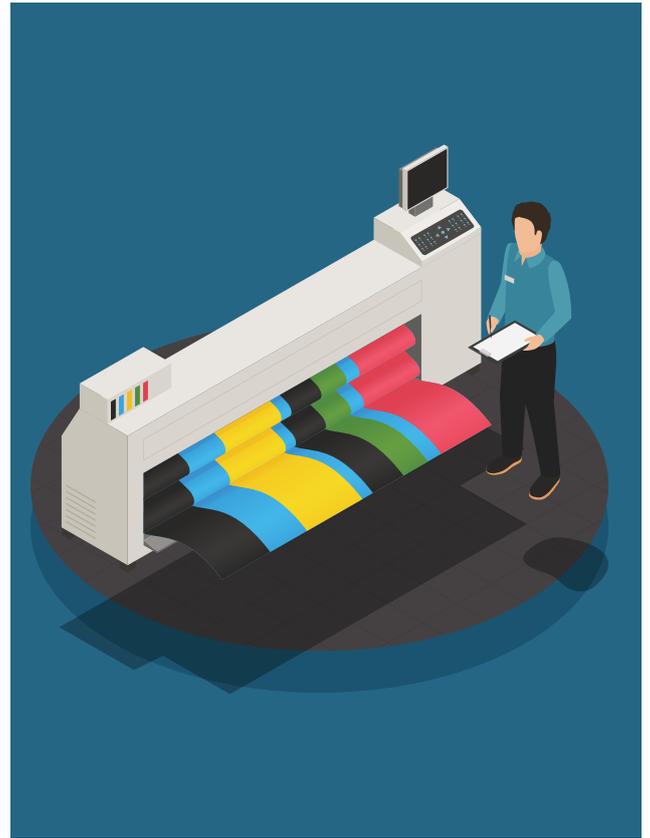
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“We have come up as an agency providing one-stop solutions for all kinds of signage, promotional and branding projects without any buts and ifs. We have a pool of creative masterminds who leave their touch of excellence,” says Sheik, adding that they are the nucleus of the company’s state-of-the-art production set-up where equipped the flexible HP Latex R2000 flatbed workhorse.

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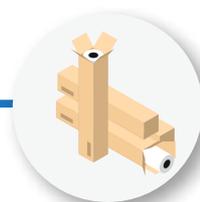
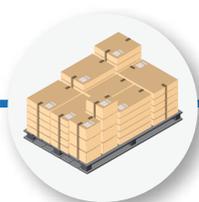
Sheik mentions that they can now expand their offering with the glossiest white as HP Latex R2000 churns on transparent and coloured media with high-opacity white that resists yellowing over time.

The printer's automatic maintenance makes 'white' like any other colour, including automatic recirculation and nozzle checks. "In addition, this printer helps us manage zero waste between white jobs with removable HP Thermal Inkjet printheads stored in offline rotating chamber," mentions Sheik.



"After all, HP Latex R2000 increases our productivity with smarter printing," says Sheik, adding that the printer is designed to meet production peaks with a high-accuracy belt-driven system for continuous loading workflow. The printer's advanced engineering drives high productivity with automatic maintenance, smart vacuum, and assisted loading. It maximises uptime with HP Smart Services experience with proactive and preventive HP Managed Services.

"With HP Latex R2000 we are quite capable to virtually print on all kinds of media, either rigid or roll substrate," mentions Sheik. The rigid substrates compatible with HP Latex R2000 include paper foam-board, plastic foam-board, PVC foam, plastic corrugated, acrylic, polycarbonate, polystyrene, compressed cardboard, corrugated board, honeycomb board, aluminium composite panel, wood, glass and ceramic. While, the roll substrates include PVC banner, self-adhesive vinyl, coated paper, polypropylene, polystyrene, polycarbonate, polyester, textile (non-porous) and canvas.



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After the adoption of HP Latex R2000, SSR Enterprises has executed a handful of POP/POS projects for corporate brands. However, the other applications include exhibition and event graphics, interior decorations, short-run packaging, textile, vehicle graphics and others.

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**Sheik Rahamathulla** with HP Latex R2000  
at the production facility of SSR Enterprises