



KALYAN Graphics is a unit of Kalyan Group, which is a holding company for the popular brands like Kalyan Silks, Kalyan Jewellers, Kalyan Developers, Kalyan Sarees and Kalyan Collections. Founded on August 11, 2011 at Thrissur, this PSP has been a full-service signage solution provider, producing a huge range of finest graphic applications, from outdoor billboards to in-store backlit graphics. Recently the company made the decision to invest in HP Latex 3600 roll-to-roll printer in order to keep pace with the growing demands for high-quality prints from big clients customers.

“God has been kind to us, to reach the top position in the world of signage in the region, serving a host of big corporate clients who trust us for the quality of prints we deliver and efficiency in service we provide,” says Sethuraman, adding that they are centrally located at Thrissur to easily connect with every city and town of Kerala and beyond. If demanded, Kalyan Graphics works for customers based in other cities in Tamil Nadu and Karnataka, viz Vellore, Coimbatore, Bengaluru, Mangalore, etc.

Over the years, Kalyan Graphics has been working for a host of corporate companies, namely, Joyas, PKC Group, Idea, Reliance and many others. “We have been doing justice to our brand name ‘Kalyan’ by ensuring quality and efficiency in our products and service. We have been handling quite a range of signage projects of all kinds. For some brands, we have done their in-store applications as well. For example, Lifestyle, for them we have completed in-shop branding and graphic projects in various outlets across the region,” shares Sethuraman.

Kalyan Graphics flagged off barely with an HP Scitex XL 1500. Then the machine line expanded with a new HP Latex 560 and a Flora eco-solvent. “Today, we are quite capable and competent to deliver whatever our clients want, because we have HP Latex 3600. This workhorse makes our dreams come true and takes us to a next level.

Kalyan Graphics advances to next level with a new **HP Latex 3600**

By delivering finest graphic prints to meet the rapidly changing demands from big corporate clients, Thrissur-based Kalyan Graphics has been a competent PSP in the region. This PSP counts on improved competency and capability they have garnered after the adoption of HP Latex 3600 roll-to-roll printer. TA SETHURAMAN, Director, Kalyan Graphics, says the new HP Latex system makes their dreams come true.

We used to dream of delivering best of print quality in the region. Today, everything and anything is possible with HP Latex 3600,” tells Sethuraman, adding that they look forward to handling a lot of landmark signage and graphic art execution projects using the HP Latex roll-to-roll system.

HP Latex 3600, with robust quality at every speed for dedicated application production, can handle production peaks up to 350,000 sq ft/month with confidence. “This roll-to-roll workhorse helps us maximize uptime and overnight printing,” emphasises Sethuraman. He adds that it’s not only print quality but ease-of-use of the machine for operator is an added advantage as they have gained efficiencies with automatic maintenance and heavy-duty rolls for fewer roll changes of the HP Latex 3600.

Sethuraman says that the adoption of HP Latex 3600 has expanded potential for handling diverse range of applications. “With traditional signage jobs, we can explore new revenue streams with an extensive range of application



TA Sethuraman with HP Latex 3600

offerings with this highly versatile HP Latex printer. We can now produce outdoor and event banners that stay crisp in outdoor conditions. We are also engaging in production of POP graphics, which are eye-catching, using all types of media including textile,” explains Sethuraman.

HP Latex 3600 is designed to grow audience as this system is capable to take up any graphic application such as fleet graphics that can be printed in no time, interior décor applications like stunning, high-margin wall-coverings, canvases and window blinds. “Interior décor segment is rapidly growing. We are planning to capture this segment with the unique prowess of HP Latex 3600,” says Sethuraman.

Kalyan Graphics boasts of a team of 27 well-trained and experienced professionals. “If required, we hire a team of 70 staff who are quite capable of doing all fabrication and installation jobs all over Kerala,” mentions Sethuraman, praising his team of dedicated professionals with special mention of HP and its dealer Insight Communication which have been another major part of the success story of Kalyan Graphics.



TA Sethuraman with HP and Insight Communication team