

Business white paper

Four ways HP 2510 black ink adds value to mail shops with inserters

Print darker, cheaper, faster—and extend decap time by hours





If you're looking for uninterrupted production and fewer job fails, it's important that you factor in the ink you're using for inserter applications. Different inks are intended for specific applications, and HP 2510 black ink is best suited for printing on uncoated substrates. In this paper, Dave Loos, President of Micro Computer Solutions, Inc. (MCS), weighs in on the many benefits of HP 2510 black ink.

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Know your ink

Direct mail, as you well know, is one tough market. Mail shops are always looking for ways to keep jobs running and costs down as much as possible. Margins are tight, job fails are costly, and there's little room for error. It's imperative that your equipment—including printing—is up and running optimally. And the ink you choose plays a bigger role in this process than you might think.

According to Loos, "There are 50 billion pieces of advertising mail annually. Of those 50 billion, probably 25–30 billion are envelopes. And 80–85% of envelopes used in the advertising mail space are porous paper." To derive the most value from your ink, make sure to match it to the appropriate application. Because inserters are often printing on porous envelopes, that should be a key consideration in your choice. HP 2510 black ink is specifically designed for use on porous paper, but its value proposition extends much further. This ink enables greater uptime with a decap that lasts for hours. It also delivers the darkest black for better quality control, lower total costs, and faster speeds.

Top four reasons to choose HP 2510 black ink

#1. Excellent decap that lasts for hours

If you're having to stop production frequently just to wipe printheads, you're not getting the most value from your ink. And you're probably not meeting your targets. According to Loos, many inserters are still using HP Versatile Black, which is ideal for certain applications—but for inserters, there's a better choice. "Versatile Black is incorrectly used in our industry," says Loos. "It looks like it's the best value on the market from a price perspective. And it's been the go-to ink for 15 years," he adds. "But there's a new ink now that's better suited for uncoated stock and use by inserters."

While fast-drying HP Versatile Black is perfect for coated media, it doesn't offer the decap required for inserter applications (less than one minute according to HP's internal test). HP 2510 black ink, in turn, delivers a much longer decap that extends for hours. "The decap with the HP 2510 is huge," claims Loos. "In our business it's about getting your numbers. Our customers want to be able to run the whole hour without having to wipe the heads—no starts and stops. And this is much more likely with the HP 2510 black ink."



#2. The darkest black for better print quality, less degradation, and fewer job fails

Keeping your system running is one priority; quality control is another. Many job failures and reprints occur because the black quality isn't where it should be. HP addresses this issue with an ink that delivers the darkest black around. "HP's biggest competition in the core porous paper market is refills who are trying to emulate the HP Black 45A," admits Loos. He adds that the vast majority of refillers stop there, and don't try get to the level of HP 2510 black inks in terms of its darkness.

Poor quality, of course, creates a potential liability issue—with degradations leading to job fails and reprints, which occur more frequently with refills. Loos says that refills are problematic. Customers are lured by the lower price, but they eventually end up returning to HP. "When companies use refills, printing gets harder," he says. "So they come back to HP, and it gets easier. Then a new refill cartridge comes out, and printing gets harder again. We see this pattern consistently."

#3. Lower total cost of production with increased quality control and reliable operation

In addition to improving print quality and decreasing job fails, HP 2510 black inks also help to improve printing efficiency on your inserters. Because of HP 2510 ink's excellent optical density it can be operated at lighter dpi settings, which uses less ink, which saves the end user money on ink costs.

The darker black means better quality control and the likelihood that you can run jobs for longer periods of time without interruptions. This, of course, puts you in a better position to meet your target numbers. And you're not incurring added costs as a result of job fails—which is a serious concern in this industry. "The greatest cost in the inserter market is not the ink," says Loos. "It's the potential liability if things go wrong."

Customers can reduce their risk by working with a trusted ink. "What we try to tell people is that you really need to understand the nature of the ink you're using," he adds. It's a lot more than just buying the cheapest ink. "Suppose you expect to net 5000 an hour off your inserter. But because you're using the wrong ink, you're only getting 4000 an hour. That's how someone gets beaten in this business."

#4. Faster print speeds

Inserters will also print faster at 200 dpi—another factor that gets you closer to reaching your target numbers. The faster print speeds keep pace with inserter technology advancements, which have similarly increased in speed and efficiency over the years.



David Loos is the founder and President of Micro Computer Solutions, Inc. (MCS). He started out at Group One Software, and quickly saw the opportunity to help the mailing community transition from mainframe-based postal presorting to PC-based software. He branched out on his own and founded MCS in 1991, which quickly expanded to offer line printers, laser printers, and software. Loos's entrepreneurship and hands-on expertise helped MCS grow its national presence.

In the late 1990s, Loos envisioned the use of inkjets to address mail rather than labels, and he founded Array Technologies, Inc., which is the R&D company responsible for MCS' inkjet and camera systems. The laser servicing division, MCS Services, was formed shortly thereafter. In 2001, the industry-leading Think Ink company was founded and joined the corporate family.



MCS, Inc. designs, manufactures, sells, and supports the most successful inkjet imaging systems and inserter matching systems for the mailing industry. The company offers standalone inkjet systems, inline inkjet systems for inserters and tip-on machines, web-based inkjets, and matching systems using HP technology. Founded in 1991, the company has sold over 2000 systems to companies in the mailing and marketing industries across North America.



Think Ink Inc. was started in 2001 and has become one of the largest HP OEM ink partners in the mailing industry. It sells over 90 different inks, including the full HP line of inks along with its own brand of FlexPrint inks. All inks use genuine HP OEM cartridges. The company's technical staff assists customers to find the best solutions for challenging stocks. The company's headquarters are in Maryland, with a new shipping location in Illinois.



HP delivers long-term value

While long decap, excellent darkness, low-cost production, and speed are central to the HP 2510 black ink value proposition, customers also gain peace of mind with simple and proven HP thermal inkjet (TIJ) technology.

Nothing comes close to HP TIJ in terms of ease of use. "Most of our customers are hiring temporary employees, and there's not a lot of time to retrain people on the equipment," says Kevin Loos, Inkjet Presales Manager at MCS. "With HP," he adds, "you have a cartridge that's plug and play. It's very easy to use, and that adds a lot of value to our customers."

In the right market, with the right application, TIJ is a "slam dunk," Dave Loos affirms. "It's easy to use. The operational costs are relatively low, but with that you get ease of use and forgiveness. If there's a problem, you just put a new cartridge in, and you're back to ground one. The value proposition is proven."

What's next?

Discover the value of HP 2510 black ink for yourself by demoing the ink in your own printers. Contact Think Ink or your mail printing system provider today to get your sample.

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