



HEWLETT-PACKARD COMPANY

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HP INDIGO: A JOURNEY OF INNOVATION, GROWTH AND LEADERSHIP

HP Indigo's commitment to innovation has been a hallmark of the brand since the introduction of its first digital press. The portfolio offers new levels of performance, image quality and application-driven opportunity to accelerate the analog-to-digital print transformation and deliver profitable growth for customers. HP Indigo is the acknowledged worldwide leader in the label converting industry.

HP SOLUTION OFFERINGS

HP Indigo offers cost-effective, high-quality narrow-web printing solution for high-volume labels and packaging production. The groundbreaking HP Indigo 20000 Digital Press is a 30-inch wide, roll-to-roll solution capable of producing diverse digital applications, including flexible packaging, labels, and shrink sleeves on film or paper from 0.4 to 10 pt.

In addition, the HP Indigo WS6X00 Digital Press series is the best-selling mainstream solution in the industry. These presses deliver high throughput and superior color quality.

DIFFERENTIATORS

HP Indigo presses for label production are equipped with a color management system, variable data printing module, security module and seven colors for process and spot printing. HP Indigo presses also have the ability to print on a wide range of substrates with top print quality rivaling that of offset. HP also offers end-to-end solutions through HP partners to help with all the aspects of the production process.

As the digital printing market matures, the need to support digital presses with an ecosystem that drives the end-to-end production workflow and post-press finishing has become paramount. HP responded to this need with a portfolio of HP SmartStream workflow solutions, finishing automation and innovative digital finishing solutions created to work with HP Indigo presses making it easier for customers to create highly productive, automated environments.

THE LEADER IN PRINT QUALITY AND COLOR

HP Indigo's superior liquid ElectroInk technology is the only digital color printing process that matches gravure printing. It provides the widest digital color gamut using up to 7 ink stations on press, allowing



converters to meet even the most stringent corporate branding requirements. With high resolution printing and perfect registration, the HP Indigo labels and packaging solution produces eye-catching, distinctive packaging. Up to 97% of the PANTONE® color gamut can be achieved using on-press simulations or an off-press ink mixing system.

Enhanced Productivity Mode (EPM) increases press throughput by up to 33% for most new color jobs and by 25% when adding white ink, achieving distinct HP Indigo quality with reduced turnaround time and lower cost per printed linear foot.

THE DIGITAL LABEL PRODUCTION MARKET

As the market sees growing integration of digital printing, HP's labels and packaging solutions are becoming increasingly more efficient. HP has installed more than 6,000 HP Indigo Digital Presses worldwide, and in 2012, more than 22 billion products were packaged using HP Indigo solutions. This said, HP predicts increased momentum and greater growth of digitally printed labels and packaging in the coming five years over what we have seen in the past 10.

APPLICATION VERSATILITY

HP Indigo offers unmatched application flexibility supporting pre-treated materials as well as standard, off-the-shelf substrates with in-line priming. This enables the production of a wide range of label applications, including:

- flexible packaging
- shrink sleeves
- folding cartons
- pressure sensitive labels

BOOST YOUR SUSTAINABILITY

HP Indigo digital presses support many eco-certified substrates as well as environmentally friendly primers, varnishes, and adhesives making businesses more environmentally responsible.

For more information about HP Indigo digital solutions, visit us on the web at www.hp.com/go/indigo or call us at 1-800-289-5986.