

Backgrounder



Commercial Printers Gain Competitive Edge With HP Indigo Digital Presses

HP's commercial and industrial print customers expand business opportunities and open up new markets with HP's enhanced digital press portfolio

Commercial printers and industrial printers all over the world are leveraging HP Indigo digital presses to offer more competitive rates while delivering a higher number of digital printing services.

HP's Indigo digital presses range from high-volume, seven-color printers for direct mail, marketing collateral and books, to dedicated solutions for labels and flexible packaging. The digital presses complement analog and legacy printers with their ability to offer on demand printing, short-runs with no wastage, internet-enabled printing, and text and graphic customization - all with the quality of traditional offset printing.

Custom photo printing

The HP Indigo press 5000 has recently given Italian photo printing company the Rikorda Group the ability to offer a service called the Life Book, which arranges customers' photos into high quality, ready-made albums from digital files at cost-effective prices.

The press has been installed in two of Rikorda's photolabs in Northern Italy and customers can either order their photo album online or take a CD or data card to one of the shops registered with Rikorda. The Life Book has been strongly advertised and warmly received both by Rikorda partners and their customers and the company is looking to turn it into a mass-market product.

Digital offset printing

German reproduction house repro 68 is using the HP Indigo press 5000 to give its customers personalized, targeted printed materials while maintaining offset quality. The company prides itself on using the latest technology to produce the optimum results in the fastest possible time.

Hans-Jürgen Kesberg, purchasing manager at repro 68 said, "The HP Indigo press 5000 enables us to produce short-run sample booklets which demonstrate all the features of HP Indigo technology such as six-color printing, matte ink, personalization, sandwich printing and printing on a broad range of substrates - all this without compromising on quality.

"Producing specialty products, packaging samples, direct mailing and image personalisation is our business, and in such a competitive environment we need to be very innovative. Only the HP Indigo press 5000 allows us to produce original variable data products printed with offset quality."

Personalized direct mail

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South American print service provider Cargraphics is working with the biggest Toyota dealer in Mexico to target customers with personalized mailers using the HP Indigo press 3050. For example, when a potential customer takes a car for a test drive they receive a mailer immediately after the visit with a picture of the very car they're interested in.

"The sheet-fed nature of the HP Indigo press 3050 offers us total flexibility," said Juan Carlos Jimenez Tobon, International Sales Manager at Cargraphics. "Not only is it compatible with a variety of software, we are able to print variable run lengths on demand as well as one-offs cost effectively. It is far more interesting for car dealers to target VIP customers using the personalisation capabilities of the HP Indigo press 3050 than to produce large volume catalogs."

Flexible label printing

Madrid-based printer Gaez S.A purchased the HP Indigo press ws4050 to offer packaging industry customers competitive pricing on high quality, short-run label orders.

Ignacio Montfort, General Manager, Gaez S.A said, "We are noticing great benefits from the press already. There is significantly less waste, both in terms of time and materials, and we can produce the same high quality as flexo on a broad range of substrates. Customers receive the quality they need, in the exact quantities, at great value.

"At Gaez, we have a powerful digital pre-press department, which is now even more efficient with the new HP Indigo digital press. The files can be prepared in-house and sent straight to the press for print production without the need for separate intervention or plate-settings. The finishing options consist of an omega line with flexo varnish and hot foil stamping, completing the in-house production process seamlessly."

Parisian label printer L'Etiquette Fleuret has installed an HP Indigo press ws4050 as part of a million euro investment to meet its customers' demands more fully. The decision was based on the press's high quality output, ability to produce variable data prints and its internet connectivity, which means the company can offer e-commerce services.

Said Bruno Demory, Managing Director of L'Etiquette Fleuret: "We invested in the HP Indigo press ws4050 because of its increased dot resolution, which is higher than traditional printing, the constant color quality and the workflow solutions it offers."

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Jan. 31, 2006, HP revenue totaled \$87.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

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