



Six HP Indigo press w3250s Installed at Oniya Shapira for High-volume Transpromotional Operation

PALO ALTO, Calif., Aug. 28, 2007 – HP today announced that Oniya Shapira, an Asseret, Israel-based direct mail print service provider, has become among the first in its industry worldwide to implement a full-scale, offset-quality color digital transpromotional printing operation, using six new [HP Indigo press w3250s](#) to service one of Israel's leading credit card companies.

In September, Oniya Shapira is scheduled to begin using the fleet of new presses to produce 8 million monthly mail pieces that combine essential statement and billing information with high-value personalized coupons and promotional offers. Front-end systems and software enable Oniya Shapira to leverage the credit card company's extensive customer relationship management system data.

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"The relevant messaging and superior quality possible through the transpromotional printing with the HP Indigo press w3250 represent an important progression for the traditional direct-mail billing and statement production industry," said Alon Bar-Shany, vice president and general manager, Indigo division, HP. "Oniya Shapira is establishing itself as an industry leader, making an impressive case for the power of personalization and the visual appeal of HP Indigo digital color printing."

Oniya Shapira, which is one of the largest direct-mail printing facilities in Israel, benefits from the quality, productivity and production flexibility that the press provides. An in-line primer included with the press enables printing on virtually any standard offset paper or publisher house stock, including the lighter stocks commonly used in high-volume mailing applications. Efficient, offset-quality printing on the w3250 model ensures that the mailings have the visual appeal that is critical to successful promotional offers.

"Today, the average rate of coupon usage is a very small number," said Ravit Spiegel, director of marketing, Oniya Shapira. "With our new HP Indigo press solution our customers anticipate being able to significantly grow the usage and response rates for coupons and other segmented promotional offers."

Driving the increased response is the industry-leading quality of HP Indigo digital printing technology, which uses liquid HP ElectroInk instead of dry toner to achieve the true look and feel of offset printing. In addition to offering superior quality, Oniya Shapira's new presses provide the reliability needed to meet demanding turnaround times. In order to coordinate with its customer's billing cycles, Oniya Shapira must complete all of its monthly credit card printing within 96 hours from the time it receives a data file.

Designed for production of up to 4 million double-sided four-color A4/letter-size pages

per month, the web-fed HP Indigo press w3250 is one of the world's most productive offset-quality digital color production solutions for commercial print, direct mail, book and manual publishing and photo-related services.

Printing at speeds of up to 136 four-color pages per minute (ppm), and up to 272 ppm for two colors, it produces stunning graphics, vibrant color and sharp text to please even the most demanding print service provider or print customer.

More information about the HP Indigo press w3250 and other digital graphic arts solutions is available at www.hp.com/go/graphicarts.

About HP

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