



## Media for HP Indigo Presses

HP Indigo presses support one of the widest ranges of media brands and grades for digital press production in both commercial and industrial applications. HP Indigo presses can run on more than 1,300 off-the-shelf certified substrates supported by 100+ media suppliers worldwide. The presses also support one of the industry's widest ranges of media specifications, from 60 gsm/40 lb. text for commercial web press models to 600 micron/24 pt. cover for the industrial sheetfed HP Indigo press. A wide variety of Forest Stewardship Council (FSC) certified, recycled and other eco-friendly papers are also available.

The list of certified media solutions for HP Indigo presses grew by more than 30 percent from 2006 to 2007. The increased availability from the growing list of certified media, combined with the 40 percent-plus volume growth of HP Indigo pages printed annually, has led to overall price declines, with media optimized for digital printing in some cases reaching prices similar to those for offset-optimized media.

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### Unique offerings for digital printers

HP's global partner program for HP Indigo presses encompasses media partners from all over the world. HP's support and promotion of the substrate industry helps ensure that customers have local media available, reducing shipment costs as well as providing just-in-time solutions and appropriate inventory levels. Because of this commitment to meeting customers' media needs, HP uniquely offers:

- Support for the widest range of media brands and grades for both industrial and commercial applications
- The ability to print on plastic films, such as PVC, PET and PE for HP Indigo commercial presses, and PVC, OPP/BOPP, PET, PE, PC, PLA and OPS for HP Indigo industrial presses.
- HP Indigo Certified Papers designed to meet a range of industry standards, including Chain of Custody, FSC, SFI, PEFC, Carbon Neutral and recycled papers. More than 20 suppliers of HP Indigo Certified media are aligned to these requirements as they work to meet the global need for energy conservation, ethical use of fibers and forestry and clean water emissions.
- Tools to assist customers in finding the optimal media solution for their specific application, such as an HP Indigo media guide, a media swatch book, a media eco-guide and specialty media swatch book.
- An online worldwide media locator, located on the My HP Indigo customer portal, that enables users to sort and search for media based on region, media type, grade, weight, press type and other parameters.
- The ability to digitally print on many off-the-shelf media products. Web press models such as the HP Indigo presses w3200 and w3250 include an in-line priming station

that enables the press to print on nearly any house or publisher-supplied offset paper. On the HP Indigo press w3250, in-line priming enables users to reduce paper costs by as much as 35 percent.<sup>(1)</sup>

- A substrate adaptive process that also enables broader use of off-the-shelf media and provides more economical options for high-volume digital printing operations. This feature comes standard on the HP Indigo press 5500 and the HP Indigo 7000 Digital Press.

### **Assuring top quality through evaluation and certification**

Consistent with HP's overall commitment to quality, HP certifies media in four different locations worldwide using a systematic method. Ranking of certified media guides customers to products that are ideally suited to their application and job expectations.

HP certifies third-party media according to a systematic process conducted at digital press substrate evaluation and certification centers in Barcelona, Singapore and at the Rochester Institute of Technology, Rochester, N.Y.

<sup>(1)</sup> Cost comparison based on HP internal calculations of average pricing for standard offset papers compared to pre-conditioned HP Indigo Printing Papers.

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