



## HP Inkjet Web Press: Targeted Printing, Printed Responsibly

Progressive, profitable printing that lowers the impact of high-speed production printing on the environment

The HP Inkjet Web Press reduces the impact of printing on the environment with digital printing technology that decreases the amount of waste created, compared to traditional offset printing methods, and enables an improved work environment for print shop employees. With the HP Inkjet Web Press, HP delivers a high-speed industrial printing solution designed with the environment in mind.

The HP Inkjet Web Press features two primary features that contribute to the environmental performance of the press. First, the press's flexible, fully digital drop-on-demand print engine provides efficient, high-quality printing on a range of industrial solutions. Based on the latest generation of HP's proven thermal inkjet (TIJ) Scalable Printing Technology, the HP Inkjet Web Press delivers high productivity at a competitive cost on a variety of media.

A single, versatile production platform supporting various applications and providing multiple benefits to customers, the HP Inkjet Web Press delivers:

- High-value, full-color, variable-data content at top speeds
- Improved turn-around times with streamlined digital workflows
- Reduced inventory, spoilage, and over-runs
- Targeted, customizable applications that ensure high value to the end-user and help customers use resources efficiently
- Digital drop-on-demand TIJ printheads that efficiently deposit the right amount of ink just where needed

Together, these features offer a "digital advantage" that can help customers print more responsibly.

The second feature of the HP Inkjet Web Press that contributes to the press' environmental performance is HP's water-based pigment ink technology. Built upon HP's 20 years of experience in designing inkjet inks and a dedication to providing customers with the best solutions in the industry, HP developed a water-based pigment ink and bonding agent technology for the HP Inkjet Web Press that deliver high-quality, durable output at up to 400 feet/minute at 600 x 600 dots per inch.

Thanks to their water-based design, HP pigment inks for the HP Inkjet Web Press are non-flammable and non-combustible<sup>(1)</sup> and emit very low levels of volatile organic compounds (VOCs) compared to typical solvent-ink based analog presses. Additionally, advanced

HP inkjet printing technology provides a direct method for depositing colorant on the surface of the paper, requiring no electrostatic charging steps and eliminating ozone.<sup>(2)</sup> HP's experience in high-performance water-based ink design has enabled the company to avoid Hazardous Air Pollutants (HAPs) in the ink.<sup>(3)</sup>

With many years of expertise in home and office printing – environments in which emissions and toxicity issues are critical – HP has developed the technical background to produce robust, high-performance water-based inks for an improved print shop working environment from an employee health and safety perspective. The combination of HP's ink expertise and innovations in fully digital printing solutions gives HP customers the opportunity to grow their businesses while reducing the impact of their printing on the environment.

<sup>(1)</sup> HP water-based pigment inks and the bonding agent for the web press are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per U.S. Environmental Protection Agency Method 1020 and the flash point is greater than 110 degrees Celsius.

<sup>(2)</sup> No ozone products expected based on ink composition and printing technology.

<sup>(3)</sup> The inks were tested for Hazardous Air Pollutants per U.S. Environmental Protection Agency Method 311 (testing conducted in 2008) and none were detected. HAPs are air pollutants that are not covered by ambient air quality standards but that, as defined in the Clean Air Act, may present a threat of adverse human health or environmental effects.

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