



## HP INDIGO PRESS ws4500

The most productive, cost-effective, versatile printing solution for labels and packaging



The HP Indigo press ws4500 offers a complete end-to-end solution — from pre-press to finishing. For runs up to 6,500 linear feet, the HP Indigo press ws4500 significantly lowers your production costs compared to label production using conventional printing.

- Eliminate the expense of films, plates or chemistry.
- Generate little or no waste.
- Significantly less set-up time than conventional printing.

**Maximize your production flexibility.** The HP Indigo press ws4500 integrates easily within existing environments, complementing your conventional printing and expanding your service options.

- Allocate jobs to the most suitable, cost-efficient solution.
- Deliver the offset quality your customers are demanding for labels and packages.
- Optimize productivity and maximize profitability.
- Ensure repeatable and accurate colors.

**Expand your arsenal of services.** Become an indispensable, one-stop source for labels, shrink sleeves, and flexible packaging, providing applications such as:

- Instant on-press proofs identical to customers' actual jobs.
- Print runs as few as one, or up to 50,000 labels with fast turnaround quantities that are cost-effective and profitable.
- Small, medium, and large quantities that are cost-effective and profitable.
- Ability to manage your customer supply chain and save inventory costs.

- Exceptional print quality, to help your customers' brand equity stand out.
- Spot colors to meet corporate branding requirements.
- Virtually limitless substrate compatibility to enable you to fulfill a wider range of packaging needs.

**HP ElectroInk.** HP ElectroInk liquid ink technology is the only color process in digital printing that equals the quality and color range of flexo.

All color separations are laid down simultaneously in a single pass on the substrate, preventing registration issues and enabling you to print on a broad variety of substrates.

**HP IndiChrome Plus.** Expand color versatility beyond CMYK by including orange, violet, and green to achieve a closer match to the PANTONE® MATCHING SYSTEM Colors.

**HP SmartStream Labels and Packaging Print Serve—** the Digital Front End solution designed exclusively by EskoArtwork for the production of labels and packaging on HP Indigo presses. Driving up to four presses, this highly efficient RIP and workflow station remembers color settings for each substrate, simplifying color management and ensuring repeat jobs are produced identically across all presses.

HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork, ensures accurate and efficient color matching from any technology to an Indigo press. HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork, enable product personalization, including security features, single product numbering, and individualized tickets.

To learn more, visit [www.hp.com/go/graphic-arts](http://www.hp.com/go/graphic-arts) or [www.hp.com/go/myhpindigoweb](http://www.hp.com/go/myhpindigoweb)



# Technical Specifications

<b>Print engine specifications</b>	<b>Printing speed</b>	Up to 50 feet per min. in 4-color mode (max format) Up to 100 feet per min. in 1- or 2-color mode (max format)
	<b>Substrate thickness*</b>	0.47-13.8 mils
	<b>Substrate type</b>	Self-adhesive label stock and films
	<b>Printing technology</b>	HP ElectroInk technology
	<b>Image resolution</b>	812 x 812 dpi, 812 x 1,624 dpi when printing in high resolution mode Line screens: 144 (sequin) 160, 175, 180, 230 lpi
	<b>Image size</b>	12.13 x 17.72 in max.
	<b>Web width</b>	Max. width: 12.99 in, Min. width: 7.87 in
<b>Process colors</b>	<b>Standard 4-color printing</b>	Cyan, magenta, yellow, and black
<b>PANTONE® Colors**</b>	<b>HP IndiChrome on-press simulation (6-color printing)</b>	Cyan, magenta, yellow, black, orange, and violet
	<b>HP IndiChrome on-press simulation (7-color printing)</b>	Cyan, magenta, yellow, black, orange, violet, and green
	<b>HP IndiChrome off-press (mixed spot ink)</b>	PANTONE Colors are mixed using the HP IndiChrome Ink Mixing System or ordered via the HP Indigo Ink Mixing Services.
	<b>White ink</b>	Yes
<b>Input system</b>	Input roll max. diameter: 51.18 in Core inside diameter: • Standard: 3 in • Optional: 6 in Tension control system, Air expanded shaft	Roll load/unload pneumatic device Max. roll weight: 880 lb Active web guide
<b>Output system</b>	Rewinder: 23.62 in max. roll diameter	
<b>Dimensions of press</b>	Length: 265 in, Width: 83 in, Height: 77 in	
<b>Total weight of press</b>	12,500 lb	
<b>HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork</b>	<b>Software platform</b>	Microsoft® Windows XP® Professional
	<b>Hardware platform</b>	2.8 GHz Pentium® 4 processor, 36 GB hard drive, 512 MB base memory, expandable to 4 GB 15 inch flat screen monitor, DVD-RW/CD-RW Image disks - two 36 GB drives which provide 70 GB of image memory
	<b>Network protocols</b>	TCP/IP Profibus with WHS
	<b>Physical network connection</b>	10/100/1000 Base-T
	<b>Supported formats and standards</b>	Postscript Level 3, PDF 1.4, TIFF, JPEG, EPS, PPML 1.0, JLYT
<b>Optional equipment/ configuration</b>	<b>HP SmartStream Digital Front Ends</b>	HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork HP SmartStream Labels and Packaging Pre-press Tools, Powered by EskoArtwork
	<b>Expanded color capabilities</b>	5th, 6th, and 7th color printing; HP Indigo Ink Mixing System
	<b>Web reinsertion</b>	Optional

\*Media characteristics vary. If the media you are about to use is not listed in the Media Locator, HP cannot guarantee performance and we recommend that you test it prior to use.

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