



Pamco Label Continues Extraordinary Growth Trend with HP Indigo WS6000 Digital Press Purchase at Labelexpo

ROSEMONT, Ill., Sept. 16, 2010 – Pamco Label Co. Inc., based in Des Plaines, Ill., expanded its digital converting operations yesterday by purchasing an [HP Indigo WS6000 Digital Press](#) during the Labelexpo Americas trade show.

The biennial trade show, held September 14-16 at the Stephens Convention Center in Rosemont, Ill., has proven to be an ideal selling event for HP Indigo, one of the top-selling label press brands in the converting industry. HP recorded several press sales – including two additional HP Indigo WS6000 deals announced this week – in the first two days of the show.

More private label opportunities for digital at Pamco Label

The new HP Indigo WS6000 will be Pamco's second HP Indigo digital press. The company bought an [HP Indigo press ws4500](#) in 2007 to cost-effectively meet multiple-SKU demands from clients in the health and beauty, food and beverage, vitamin and nutraceutical, and general retail markets.

Pamco also discovered there is a great deal of interest in digital printing among private label manufacturers looking to improve their own manufacturing efficiencies and profit potential with short- and medium-run labels that enable them to offer a greater variety of branded products.

The installation of a new WS6000-model press will bring digital printing's inherent productivity, turn-around time and waste-reduction advantages to a greater portion of Pamco's work.

"Pamco's extraordinary growth over the last couple of years, coupled with the success we have had with our first Indigo press, were the driving factors for this expansion," said Danny Fishbein, Vice President, Sales and Marketing, Pamco Label Co.

Digital printing's solution to stringent brand demands

HP Indigo presses are the only digital label and packaging solutions that use true PANTONE®-licensed spot-color inks or offer four-, six- and seven-color PANTONE-licensed spot color emulation, giving converters the ability to meet their customers' demanding brand color standards.

A high-volume device that can be more cost-effective than analog on up to 80

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percent of label jobs converters produce,⁽¹⁾ the HP Indigo WS6000 Digital Press has become a preferred solution for streamlined production of labels and packaging. The press prints up to 98 feet per minute in four-color mode, and is compatible with a broad range of media – from thinner flexible packaging substrates, to label and shrink sleeve media, to folding carton material.

More information about HP Indigo presses is available at www.hp.com/go/gsb or through the [HP Graphic Arts Twitter feed](#).

About HP

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(1) HP internal data. Calculation based on 30 labels per meter.

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