



Reid Graphics Crosses the Analog-to-Digital Tipping Point with HP Indigo WS6000 Press Purchase at Labelexpo

ROSEMONT, Ill., Sept. 15, 2010 – During the Labelexpo Americas trade show, Reid Graphics took another aggressive step in its ongoing analog-to-digital transition with the purchase of an [HP Indigo WS6000 Digital Press](#), marking the first time the company will be equipped to print the majority of its work on digital presses.

When Stephen Dunlevy, owner and president of Reid Graphics, acquired the company in 1993, he had a vision to replace much of the company's analog flexography footprint with digital print solutions that can reduce waste and improve turnaround times. Dunlevy added a first-generation Indigo Omnius press in 2002 and an [HP Indigo press ws4500](#) a few years later, decommissioning eight of Reid Graphics' 16 narrow-web flexo presses along the way.

The HP Indigo WS6000 digital press is designed to be more cost-effective than analog flexo on up to 80 percent of jobs label converters typically produce.⁽¹⁾ It will allow Reid Graphics to retire three more flexo presses in addition to its older Omnius digital press. The new WS6000 model will also take the Andover, Mass. based label converter past the tipping point from analog to digital pages.

"Serving clients in today's economy requires greater flexibility and increased throughput in the number of jobs produced per shift, and the new WS6000 model will allow us to deliver more value," said Dunlevy. "We are poised for explosive growth with this new press and the completion of a 30,000 square foot addition to our manufacturing facility."

Digital's benefits have broad appeal

Reid Graphics, like many converters, has discovered that digital presses can help to expand its customer base, attracting larger clients in search of just-in-time manufacturing, as well as smaller clients needing affordable, high-quality mid-volume labels. In the 2000s, the company learned how service-oriented, quick-turnaround, fast-changeover printing drives customer acquisition when it served as a beta test fulfillment provider for the online collateral printing firm VistaPrint.

Reid Graphics used that experience to establish innovative web-to-print programs, including automated "lights out" manufacturing for key clients trained to submit completed art files that get routed directly to press queues through Reid Graphics'

Editorial Contacts

Jill Peters, HP
+1 503 391 8742
jill.peters@hp.com

David Lindsay
Porter Novelli for HP
+1 404 995 4577
david.lindsay@porternovelli.com

HP Media Hotline
+1 866 266 7272
www.hp.com/go/newsroom

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



[HP SmartStream Labels and Packaging Print Server.](#)

“With its established momentum and expertise in digital printing, Reid Graphics has an opportunity to ignite a transformation in its business using the HP Indigo WS6000 Digital Press’s high-volume capabilities,” said Alon Bar-Shany, vice president and general manager, Indigo division, HP. “We were pleased to begin the 2010 Labelexpo Americas show with a sale to one of our most enthusiastic long-time customers.”

High productivity and industry-exclusive color capabilities

The HP Indigo WS6000 Digital Press prints at 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. 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.

HP Indigo presses offer virtual elimination of make-ready and streamlined processes for changeover, allowing them to print large numbers of jobs.⁽²⁾ At Labelexpo, HP is featuring the HP Indigo WS6000 in a “Tower of Production” demonstration highlighting the number of jobs that can be printed per shift compared to conventional flexography. Working to an eight-hour production schedule each day at the show, the HP Indigo WS6000 Digital Press is printing a variety of labels on various substrates, recreating the environment at a typical converter’s facility.

When making its purchase, Reid Graphics received flexible, vendor-direct financing from [HP Financial Services](#), the company’s leasing and life cycle asset management services subsidiary.

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

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

(1) Compared to the HP Indigo press ws4500.

(2) Based on HP internal testing under specific test conditions.



PANTONE and other Pantone, Inc. trademarks are the property of Pantone, Inc.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2010 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2009. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.