



## Weber Marking Systems Makes Second Labelexpo Americas HP Indigo Digital Press Purchase

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ROSEMONT, Ill., Sept. 16, 2010 – Weber Marking Systems, based in Arlington Heights, Ill., once again made Labelexpo Americas the venue for a new HP Indigo digital press purchase, buying an [HP Indigo WS6000 Digital Press](#) on the opening day of this year's show.

The flexographic converting firm bought its first digital press, an [HP Indigo press ws4500](#), at Labelexpo Americas 2008 to handle its growing demand for multiple-SKU and versioning jobs. Prior to that purchase, Weber had completed a detailed analysis and discovered that 31 percent of its analog flexo work was more cost-effective to print on the ws4500 press.

### **Driving the analog-to-digital transition**

The new WS6000 press coming to Weber is designed to be more cost-effective than analog printing on up to 80 percent of the jobs label converters typically produce,<sup>(1)</sup> which means the company will be able to transition more of its work to efficient HP Indigo digital printing.

"The WS6000 is the perfect complement to our ws4500. We now have the ability to transition not only more flexo work to digital, but more existing, longer-run 4500 work to the 6000 for increased efficiencies," said Thomas Michalsen, director, Marketing, Weber Marking Systems. "The WS6000's wider and longer frame size makes digital more cost efficient for 4" wide labels and/or labels longer than 9", so we are looking forward to the new business opportunities the WS6000 can bring to Weber."

The HP Indigo WS6000 Digital 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. 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.

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

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

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