



### HP Graphics Solutions Partner Program Technologies for Inkjet Web Press Production

---

HP and companies in the HP Graphics Solutions Partner Program<sup>(1)</sup> have established automated, interconnected workflows for HP Inkjet Web Press customers to drive productivity in high-volume market applications such as publishing, direct mail and transpromotional printing.

Digital workflow and finishing solution providers that have HP Inkjet Web Press-compatible technologies on display in HP's booth at Graph Expo include:

- **MBO:** HP T300 Color Inkjet Press-produced work in a three-up direct-mail finishing workflow featuring an Ehret UW +52/770 unwinder and SVC-775 C sheeter, an MBO B-30S eight-page folding unit and a Palamides delta703 automatic delivery system.
- **Ultimate Technographics:** Impostrip On-Demand Desktop and Scalable Imposition Server solutions used at four HP Inkjet Web Press customer sites
- **Videk:** a 30-inch full-color vision system for real-time content verification of mission-critical variable data for direct mail and transactional printing applications.

In addition, some Graph Expo exhibitors are using HP T300 Color Inkjet Web Press-printed content to show the versatility of their equipment in high-volume digital color printing workflows.

- In booth 637, **Muller Martini** is finishing Chicago Travel Guides printed off-site on an HP T300 Inkjet Web Press using its automated SigmaLine system.
- **Standard**, in booth 1244, will show the Horizon StitchLiner 6000 producing saddle-stitched brochures from an HP T300-printed web.

Another finishing technology provider, **Magnum Digital Solutions**, has become one of the newest members of the HP Graphics Solutions Partner program. Magnum manufactures a Flex-Book digital book production system that is now in use on several HP T300 customer production lines.

(1) All content related to partner solutions is provided by the partners.

#### Editorial Contacts

Jill Peters, HP  
+1 503 391 8742  
[jill.peters@hp.com](mailto:jill.peters@hp.com)

David Lindsay, Porter Novelli for HP  
+1 404 995 4577  
[david.lindsay@porternovelli.com](mailto:david.lindsay@porternovelli.com)

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)



© 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.