The **ColorPRO Technology**
Partnership Program

ColorPRO Technology

The benefits of ColorPRO Technology are real and revolutionary. ColorPRO Technology is based on use of a set of paper enhancement technologies that visibly enhance the print quality of inkjet printing compared to standard uncoated offset and untreated bond papers.

ColorPRO papers use additives that interact with pigment inks. These additives treat the paper to provide precise control over ink behavior at the paper surface. As the ink penetrates the paper, the colorant is immobilized at the surface, producing prints with higher contrast black, more striking colors, sharper lines, and finer detail. The specific interaction between pigment inks and papers with ColorPRO Technology makes it possible to achieve professional quality and striking results at production speed.

Performance assurance

Companies worldwide are integrating ColorPRO Technology into their paper manufacturing processes. ColorPRO Technology represents a quality standard for color excellence in digital printing, based on use of a set of paper enhancement technologies and meeting a strict set of quality specifications, verified by an independent testing agency.

To gain access to ColorPRO Technology, licensees enter into a contractual business relationship with HP. By incorporating ColorPRO papers into their product lines, companies supporting the standard can offer their customers papers that keep pace with advancements in printing technology found in digital printing systems.

Papers that use the ColorPRO logo must meet a concise set of specifications for print quality and color excellence. The Rochester Institute of Technology—Printing Applications Laboratory has been selected as the independent third-party testing agency to ensure and validate compliance with these specifications.

Driving the digital transformation

ColorPRO Technology enables the transformation to digital printing for commercial and industrial printing applications. The ColorPRO Technology partnership program believes that broad endorsement of the ColorPRO program benefits customers, paper companies, and the commercial and industrial printing industry overall.

The ColorPRO standard of performance will be embodied across a wide range of paper types (including wood free, thermomechanical pulp/TMP, and hybrid) and paper grades, made available through select products from ColorPRO Technology licensed partners.

Benefits to participation in the ColorPRO program:

- The trademark represents the best technology available, and requires low investment while yielding high-quality performance. Proper and consistent representation of the trademark is governed by trademark guidelines articulated in the license agreement.
- Papers bearing the recognizable trademark represent value, quality, and advanced performance, providing a genuine point of differentiation and advantage over standard uncoated offset and untreated bond papers.
- Meeting the ColorPRO specifications and earning the right to use the trademark aligns the licensee with a broader group of industry leaders who are establishing a high-quality performance standard for digital printing.

ColorPRO
TECHNOLOGY

ColorPRO Partners

HP has entered into a business relationship with a number of paper companies worldwide who produce ColorPRO papers compatible with the HP Inkjet Web Press family. These summaries provide profiles and contact information for participants in the ColorPRO Technology partnership program.

AbitibiBowater is one of the largest publicly traded pulp and paper producers in the world, manufacturing a wide range of newsprint, commercial printing papers, market pulp, and wood products, and has third-party certified 100% of its managed woodlands to sustainable forest management standards. AbitibiBowater is the largest supplier of Uncoated Groundwood in North America, offering the widest range of products for these markets. AbitibiBowater were the first to create mechanical pulp based Uncoated Freesheet Substitutes, and remain the dominant player in this market. With a vision to maintain its leadership in innovation, the company is excited about and committed to making uncoated groundwood for digital printing, and the proliferation of this technology into our core markets, books, transactions printing, direct mail and other commercial printing.
To learn more, visit: www.abitibibowater.com.

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Georgia-Pacific Communication Papers is a leading provider of business and printing papers in North America. We market a wide range of high-quality products designed to meet the needs of today's busy print environments, both large and small.

We are pleased to announce the launch of our new line of digital inkjet papers, engineered to excel in the emerging inkjet web printing presses. Spectrum® Web Inkjet products with ColorPRO Technology are ideal for high-performance results in book publishing, graphic communications, and variable print applications. These new products join our current offering of Spectrum Offset and Spectrum MOCR Laser grades to provide a solid family of papers for business and commercial roll printing needs.

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Stora Enso is a global paper, packaging, and wood products company producing newsprint and book paper, magazine paper, fine paper, consumer board, industrial packaging, and wood products. The Group has some 27,000 employees and 88 production facilities in more than 35 countries worldwide, and is a publicly traded company listed in Helsinki and Stockholm. Our annual production capacity is 12.7 million tonnes of paper and board, 1.5 billion square metres of corrugated packaging and 6.9 million cubic metres of sawn wood products, including 3.1 million cubic metres of value-added products. Our sales in 2009 were EUR 8.9 billion.

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To inquire about becoming a ColorPRO Technology licensee,
send an email to: colorprotechnology@hp.com or visit
www.colorprotechnology.com

Progressive, Profitable Printing