



# HP INDIGO WS4600 DIGITAL PRESS

Swing open the door to the  
world of digital label printing



Welcome to a full ecosystem solution for any facet of label production. The HP Indigo WS4600 Digital Press offers superior quality, productivity, and flexibility. Launch your business forward by delivering the HP Indigo quality demanded by brands, and start on a growth path to a more profitable digital platform.

The newest addition to the largest digital fleet in the world, the HP Indigo WS4600 Digital Press is yet another leap forward. Built upon the success of the HP Indigo press ws4500, it offers enhanced features based on customer feedback. Expand your offerings by utilizing the unique, cutting-edge capabilities of the HP Indigo WS4600 Digital Press—all while significantly lowering your costs compared to conventional printing.

The HP Indigo WS4600 Digital Press is designed for high-volume 24/7 printing, with fully automated workflow from job submission to final product, and seamless job switching. This is a “no compromises” entry-level solution, enabling high productivity and finest quality at an affordable price point.

## Gravure-matching print QUALITY

HP ElectroInk liquid ink technology is the only color process in digital printing that equals the quality of gravure printing. It offers the widest digital on-press color gamut, as well as spot colors for accurate brand and corporate color matching.

All color separations are laid down simultaneously in a single pass on the substrate, preventing registration issues, enabling you to print on a broad variety of substrates, as well as ensuring repeatable and accurate colors.

Move beyond CMYK with HP IndiChrome Plus, to include orange, violet, and green, to achieve a closer match to the PANTONE® MATCHING SYSTEM.

With this expanded color versatility, your business can become a leader in creating innovative brand-specific labels and packaging. Using HP ElectroInk Invisible Red, add anti-counterfeiting components such as invisible barcodes and various other security features. Open new business opportunities with security printing applications now possible with this unique HP Indigo feature.

## Maximize your production FLEXIBILITY

The HP Indigo WS4600 Digital Press integrates easily within existing environments, complementing your conventional printing platform and expanding your service options. Use Variable Data Printing (VDP) to communicate directly with end consumers, and complete shorter runs more economically, with faster turnaround time. Enhance your production efficiency by allocating jobs to the most suitable, cost-efficient solution.

## Optimize PRODUCTIVITY and maximize profitability

For the majority of CMYK jobs, Enhanced Productivity Mode increases press throughput by over 30%, with an effective press speed of 70 feet/minute. Enhanced Productivity Mode decreases the cost of printed linear feet, therefore increasing crossover point.

**An ecosystem solution—infrastructure beyond the press.** HP Indigo has teamed with the leading technology partners in the industry to create exclusive workflow solutions that enable you to build a customized solution for your specific production environment.

**HP SmartStream Labels and Packaging Print Server** is the Digital Front End solution designed by EskoArtwork for the production of labels and packaging on HP Indigo presses. Driving up to four presses, this highly efficient RIP and workflow station simplifies color management and ensures consistency and repeatability across all presses. These and additional ecosystem solutions provide you optimal and flexible use of HP Indigo presses.

To learn more, visit [www.hp.com/go/graphic-arts](http://www.hp.com/go/graphic-arts) or  
[www.hp.com/go/myhpindigoweb](http://www.hp.com/go/myhpindigoweb)

# Technical Specifications

Printing speed	Up to 50 feet per min. in 4-color mode Up to 70 feet per min. in Enhanced Productivity Mode Up to 100 feet per min. in 1- or 2-color mode	
Image resolution	812 x 812 dpi, 812 x 1624 dpi when printing in high resolution mode	
Line screens	144 (sequin) 160, 175, 180, 230 lpi	
Image format	12.13 x 17.72 in max.	
Substrate thickness*	0.47-13.8 mils	
Substrate type	Pressure sensitive label stock and films	
Web width	Max. width: 12.99 in, Min. width: 7.87 in	
Input system	Input roll max. diameter: 51.18 in Core inside diameter: <ul style="list-style-type: none"><li>• Standard: 3 in</li><li>• Optional: 6 in</li></ul> Tension control system, Air expanded shaft	Roll load/unload pneumatic device Max. roll weight: 880 lb Active web guide
Output System	27.56 in max. roll diameter	
HP Indigo inks:		
Standard 4-color printing	Cyan, magenta, yellow, and black	
Additional colors	HP ElectroInk White, HP ElectroInk Invisible Red	
PANTONE® colors	<ul style="list-style-type: none"><li>• HP IndiChrome on-press simulation (6-color printing) cyan, magenta, yellow, black, orange, and violet</li><li>• HP IndiChrome on-press simulation (7-color printing) cyan, magenta, yellow, black, orange, violet, and green</li><li>• HP IndiChrome off-press (mixed spot ink) PANTONE colors are mixed using the HP IndiChrome Ink Mixing System or ordered via the HP Indigo Ink Mixing Services.</li></ul>	
Dimensions of press	Width: 265 in, Depth: 83 in, Height: 77 in	
Total weight of press	12,500 lb	
Print server	HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork	
Supported formats and standards	Postscript Level 3, PDF 1.4, TIFF, JPEG, EPS, PPML 1.0, JLYT	
Optional equipment/configurations:		
Print server options	HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork HP SmartStream Labels and Packaging Prepress Tools, Powered by EskoArtwork	
Expanded color capabilities	5th, 6th, and 7th color printing; HP Indigo Ink Mixing System	
Reinsertion	Simplex and duplex capability	

\* Media characteristics vary. If the media you are about to use is not listed in the Media Locator, HP cannot guarantee performance and we recommend that you test it prior to use.



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