



Progressive Profitable Printing



End-to-end labels and packaging workflow

Harnessing the power of your HP Indigo digital press with HP SmartStream Labels and Packaging solutions

HP Indigo presses offer unmatched print quality, leading digital productivity, and the ability to capture new business opportunities. By implementing comprehensive end-to-end workflow automation, maximum potential of our advanced technology can be achieved.

Workflow automation is the foundation for success in digital labels and packaging. It eliminates the re-entry of job information, thereby reducing error rates and improving productivity. Workflow automation also enables more efficient communication from point of order to fulfillment, as well as real-time job tracking and reporting. Ultimately, workflow automation helps converters become more competitive and profitable.

HP SmartStream Labels and Packaging solutions is a complete ecosystem that offers total workflow automation. HP Indigo has teamed up with hand-selected partners to offer an array of well integrated solutions specifically designed for the unique needs of labels and packaging converters. This ecosystem drives superior quality, efficiency, and profitability by enabling converters to increase the number of jobs produced per shift without the expense of additional staff.

“We are able to consistently produce a very high quality product. We don't have problems with copy or color and are able to meet specifications and expectations of our customers consistently.”

R. Craig Curran, General manager
Strategic Initiatives, Nosco, U.S.A.



Management Information Systems drive workflow automation

In an evermore competitive printing market, being able to offer excellent, fast, and competitively priced printing, is the key to success. The growing need for shorter runs makes this task even more challenging as it requires handling of hundreds of SKU's per day. This means that a dedicated Management Information System (MIS) specializing in label printing is highly important. Such a system provides overall end-to-end business management, production control, and monitoring through all steps of label and packaging production.

CERM and Label Traxx are HP Indigo's recommended MIS vendors for label production

Both **CERM and Label Traxx** collaborate with HP Indigo and its partners to ensure a fully integrated and connected workflow via complete business MIS and automation solutions. The systems include planning and scheduling modules, over-the-web interface for business to business relationships, order submissions, job tracking, and most importantly—output of a job ticket for all job production steps up to fulfillment which eliminates the need to retype job information following the point of order, automating the whole process up to the press print queue.

CERM and Label Traxx's systems are compatible with industry standard formats and open to any job order source to enable further automation of the end-to-end process. Both companies' solutions are quickly

being adopted by HP Indigo's install base of label converters, with high satisfaction rates, and clear impact on page growth at those sites.

Enhanced profitability through web-to-print services

Web-to-print services allow customers to make new, structured orders or customize and reorder frequently purchased products with minimal intervention, while protecting their brand identity and observing their internal procurement rules. Giving customers their own branded print procurement portals with a simple and effective ordering solution, reduces the internal cost of sales with a corresponding increase in margin and frequently generates a positive impact on order volume and customer loyalty.

PrintSYS Catalog and PrintSYS PrintShare by Prisme Technologies make up the PrintSYS platform, forming a simple and intuitive cloud-based job definition, customization, and ordering system. It gives customers access to ordering and quoting tools and their static or customizable catalog items through any browser. Offered as a Software as a Managed Service (SaaS) and customized for the labels and packaging market, with best-in-class security, PrintSYS can be integrated with an existing MIS and workflow software for an end-to-end solution. Prisme Technologies offer a full managed services support structure for implementing and managing affordable web-to-print solutions.

Digital Front End workflow leads productivity

HP SmartStream Labels and Packaging Print Servers is designed specifically for HP Indigo by EskoArtwork®. HP SmartStream Labels and Packaging Print Servers provide printers and converters with the most advanced tools in the industry for streamlining prepress processes. The family of HP SmartStream Labels and Packaging Print Servers include the following:

- HP SmartStream IN050 Labels and Packaging Print server, Powered by EskoArtwork—for HP Indigo WS4000 Series Digital Presses.
- HP SmartStream IN100 Labels and Packaging Print server, Powered by EskoArtwork—for HP Indigo WS6000 Series Digital Presses

The servers support ICC colors, integral Adobe PDF, step and repeat, advanced PANTONE color conversion tables, and automated workflow through hot folders and job tickets. The solutions enable future scalability to accommodate color workflow tools and connectivity for EskoArtwork's centralized workflow system.

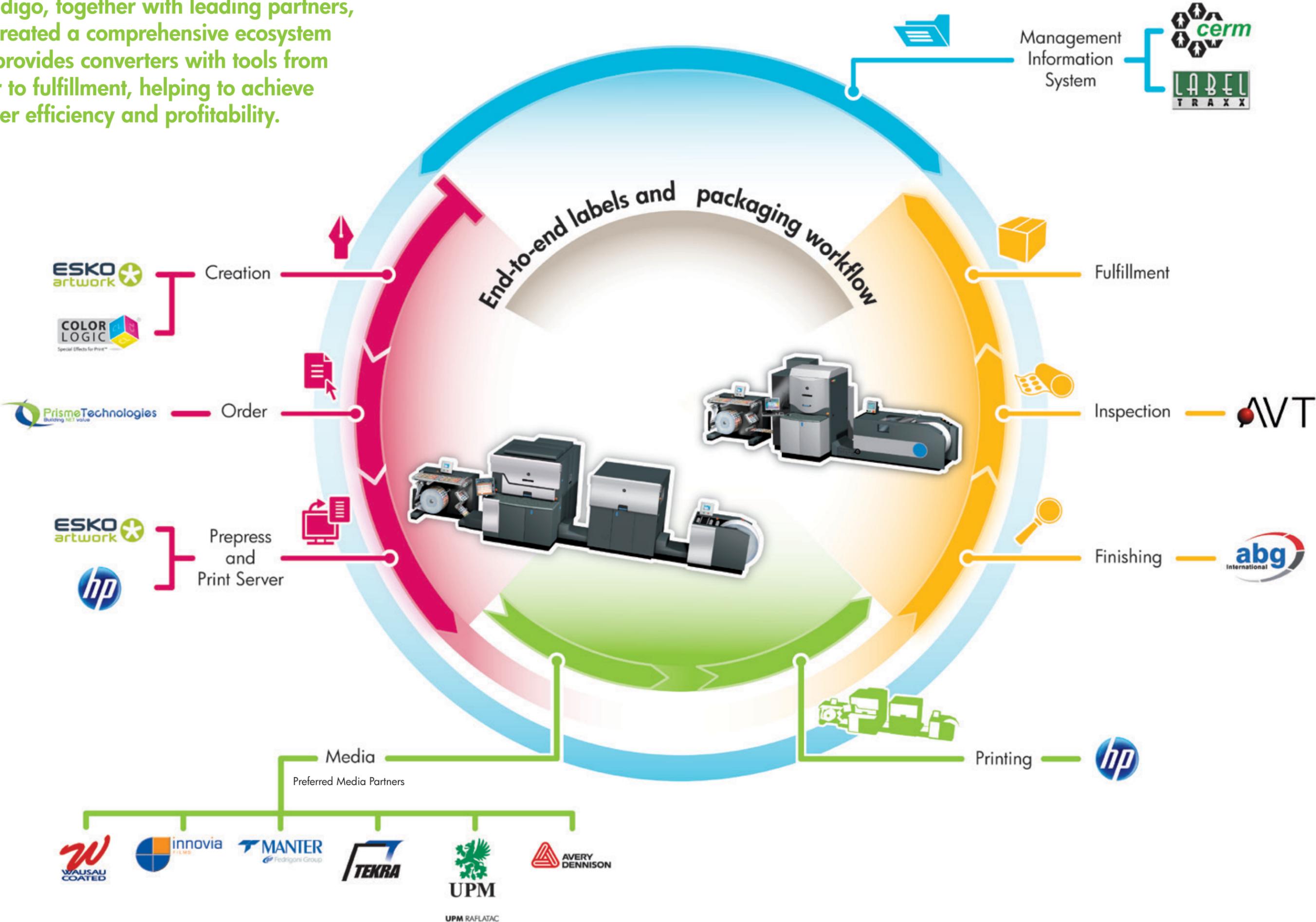
HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork is an integrated solution that quickly creates profiles that match PANTONE and spot colors, and specific customer brand requirements with very little waste. This enables printers to produce more short runs and enhance overall productivity.

“We began getting a lot more orders that required PANTONE Colors and house colors, and we started using the Esko workflow to handle the work. Esko helped us to double—and even more—our capacity.” Cees Schouten, Plant Manager Geostik B.V., The Netherlands

HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork is a perfect complement for an HP Indigo digital press, which can be used to print unique elements per printed product. These elements can be singular numbers, text, barcodes, photos, or images. Featuring a new level of automation and accuracy, the advanced VDP tools supports job creation with simple or complex variable elements, including barcodes, numbers, text, and images in the Adobe® Illustrator® environment. Optimized specifically for label and packaging design needs, this application quickly and automatically produces print-ready layouts for single or multiple jobs. VDP tools application is also offered with optional scalable RIPs, in order to meet any VDP performance requirements.

The VDP tools that HP Indigo provided to us fully met our expectations. Using these tools, together with the scalable RIP option, we are able to produce any serialization and variable barcodes to meet the demands of our customers. Working in Adobe Illustrator native environment is perfect for us as labels industry providers.” Darren Dutton, Commercial Director, Links Labels and Tapes, UK

HP Indigo, together with leading partners, has created a comprehensive ecosystem that provides converters with tools from order to fulfillment, helping to achieve greater efficiency and profitability.





Prepress automation solution

EskoArtwork's Automation Engine integrates and automates all design and prepress activities in one workflow for label converters and packaging printers, providing a unified hybrid workflow for both digital and analog printing devices. This client-server software provides enhanced data management, reduced operator intervention, and automates tasks and communications. The Automation Engine is an enterprise-ready workflow that enables unparalleled automation with extensive MIS integration capabilities and excellent scalability.

The HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork has a proprietary and bidirectional point-to-point connection with EskoArtwork's Automation Engine. The Automation Engine contains a built-in job ticket called "Digital Press" that enables the assignment of all job parameters for use by the print server. The job ticket automation allows jobs to run automatically directly from the point of order approval on the MIS, through the Automation Engine and the print server, to the press queue—all within a minute from the moment it is approved.



Streamlined design and creation tools

HP Indigo supports multiple solutions for the design stages. EskoArtwork's plug-in for Adobe® Illustrator®, for interactive 3D packaging design, builds realistic structural models of standard flexible packaging and folding cartons in a matter of minutes. Studio reduces the need for costly mock-ups and design errors are spotted faster.

Visualizer by EskoArtwork visualizes finishing effects such as metallic and fluorescent inks, foils, varnishes, embossing, and reflections. Visualizer dramatically decreases the need for printed mock-ups, saves costs, and shortens time to market.

WebCenter by EskoArtwork is a centralized, secure storage for reviewing and approving documents. WebCenter projects can contain any type of document, including CAD files, graphic files, spreadsheets, proposals, purchase orders, and customer specifications. Once approved for production, a job ticket is automatically generated for Automation Engine for supporting automated workflow.

Plato, DeskPack, and ArtPro are some additional solutions from the broad and versatile portfolio of EskoArtwork for prepress solutions.

Process Metallic Color System by Color-Logic is an innovative, new color communication system for printing on metallic substrates, available for license to printers, finishers, and converters. HP Indigo presses with the white ink option can produce impressive, metallic images and special effects in minutes. This proprietary process is particularly appropriate for labels, packaging, signage, banners, point-of-purchase materials, literature, shrink-wraps, and more.



Improved print quality via automatic inspection solutions

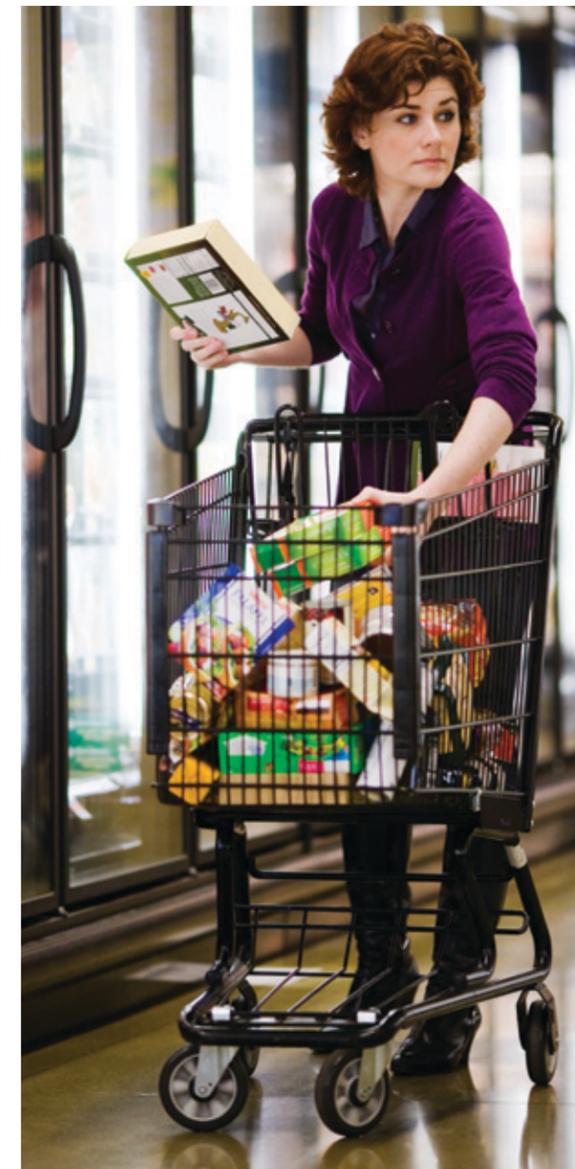
PrintVision/Helios II, made by Advanced Vision Technology Ltd. (AVT) is a narrow web flagship product, designed to meet the needs of the digital printing segment. PrintVision/Helios II is a 100% automatic inspection platform for labels and narrow web printers, providing an easy-to-use and reliable automatic print inspection solution that can detect any print or finishing flaws, on all types of substrates and in any print application.

Added-value modules provide verification of barcodes and variable codes and job verification against an approved digital PDF file, as well as connectivity with MIS, and a complete press-to-rewinder workflow connectivity.

Comprehensive finishing products increase productivity

OMEGA Digicoat, made by A B Graphic International, offers an affordable in-house coating solution and can be used to apply water-based primers or UV-curable overprint varnishes.

OMEGA Digicon label converting (available either inline or offline) incorporates flexo varnishing and semi-rotary die cutting, along with options for over-laminating, flat bed screen printing, hot foil blocking, embossing and inspection. The modular design allows for any combination of processes to be carried out in a single pass, and its sophisticated control system enables quick changeovers with minimal waste.



HP SmartStream Production Analyzer

A tracking and analysis tool with an easy web user interface for multiple HP Indigo WS6000 Series Digital Presses, showing real time status and historical reports. Analyzer supports HP and customer production targets by providing information about the production shifts, presses, press groups, operators, and sites. HP SmartStream Production Analyzer, well adopted at Indigo commercial customers, is now available for label converters with HP Indigo WS6000 Digital Presses, and is highly recommended for any site with three or more presses.

HP SMARTSTREAM LABELS AND PACKAGING WORKFLOW SOLUTIONS

	HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork	HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork	HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork	HP SmartStream Labels and Packaging VDP Tools/Premium VDP, Powered by EskoArtwork
Main functions	<ul style="list-style-type: none"> • RIP • Simple color management: ICC profiles support • Simple step and repeat • HP Indigo WS6000 Series Digital Presses manager • Jobs and workflow manager • Job ticket workflow 	<ul style="list-style-type: none"> • RIP • Simple color management: ICC profiles support • Simple step and repeat • JLYT output to HP Indigo WS4000 Series Digital Presses • Jobs and workflow manager • Job ticket workflow 	<ul style="list-style-type: none"> • Advanced color management • Match colors more easily by mapping press inks and defining a color strategy 	Powerful prepress tools for: <ul style="list-style-type: none"> • VDP • Barcodes • Step and repeat • Scalable RIP power
Key features and components	<ul style="list-style-type: none"> • Software—RIP, workflow manager, and press manager software • HP Server ProLiant ML350 with Windows 2003 server installed • Monitor • User documentation • Six-month warranty • Installation and training 	<ul style="list-style-type: none"> • Software—RIP, workflow manager, and Connectivity Module for a single press connection • HP Server ProLiant ML350 with Windows 2003 server installed • Monitor • User documentation • Six-month warranty • Installation and training 	<ul style="list-style-type: none"> • Software—single press license EskoArtwork Kaleidoscope • Pantone and HP Indigo Digital Color Toolbox, HP IndiChrome Plus • User documentation • Six-month warranty • Installation and training. 	<ul style="list-style-type: none"> • Software—single press license for the EskoArtwork Adobe® Illustrator® plug-ins: <ul style="list-style-type: none"> - VDP plug-in - BarX - StepX • User documentation • Six-month warranty • Installation and training
Built for:	HP Indigo WS6000 Series Digital Presses	HP Indigo WS4000 Series Digital Presses	<ul style="list-style-type: none"> • HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork (Spectrophotometer recommended) 	<ul style="list-style-type: none"> • HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork (Adobe® Illustrator® recommended)

Additional options: Stand for print server,, remote control station, and UPS by HP.

For up-to-date information on certified substrates, check the HP Indigo Media Solutions Locator on the customer portal at www.hp.com/go/medialocator or contact each manufacturer for a list of their certified products.



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