



# Grandville Printing Adds Two More HP Indigo 7500 Digital Presses to Meet Increased Demand

Purchases announced at Graph Expo in Chicago

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CHICAGO, Sept. 12, 2011 – HP today announced that [Grandville Printing Company](#) (GPC) has purchased two [HP Indigo 7500 Digital Presses](#) to help meet higher demand for in-store retail signage such as shelf tags.

A long-standing customer, GPC installed its first HP Indigo 7500 Digital Press last year. GPC has now installed nine HP Indigo digital presses on its way to becoming Michigan's largest commercial print service provider.

"HP has been a valued, strategic partner since the beginning," said Chris Nunez, director, Digital Printing, Grandville Printing Company. "These additional HP Indigo 7500 presses can handle significantly more volume in a shorter timeframe, enabling us to be more competitive while better serving our customers."

The purchases were announced at the Graph Expo tradeshow in Chicago's McCormick Place (HP booths 2610 and 3210).

"Innovative customers like Grandville Printing Company are the driving force behind our commitment to developing solutions that help print service providers achieve business success," said Jan Riecher, vice president and general manager, Graphics Solutions Business – Americas, HP. "With these new HP Indigo 7500 presses, Grandville can better meet increased customer demand and further expand business."

## **The digital workhorse for commercial print providers**

The HP Indigo 7500 offers true offset- and photo-quality imaging at speeds up to 120 four-color, letter-size pages per minute. It is ideally suited to handle short to medium-run length jobs as well as high-value applications, such as variable-data-driven marketing collateral, photo books and personalized direct mail.

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The press offers intelligent automation features for improved productivity, automated calibration and troubleshooting with a Vision System solution and improved color consistency.<sup>(1)</sup> The HP Indigo 7500 also uses less imaging oil and consumes up to 10 percent less energy per printed page.<sup>(1)</sup>

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

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(1) Compared to the HP Indigo 7000 Digital Press.

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