



HP Graphics Solutions Partner Program Members at Graph Expo

HP and companies in the [HP Graphics Solutions Partner Program](#)⁽¹⁾ have established automated, interconnected workflows to streamline commercial printing workflows, including end-to-end production lines in direct mail, transactional print, photo merchandise, book publishing and signage applications.

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Some of the graphic arts industry's most progressive digital workflow and finishing solution providers are on display in HP's booths (Nos. 2610 and 3210) at Graph Expo.

- [C.P. Bourg](#) offers automated, flexible perfect binding and booklet making solutions for short-run and print-on-demand book and booklet printing operations.
- [Datatech Smart Soff](#)'s PressWise provides a single, end-to-end print management platform with all the tools needed to streamline a print workflow, including Unlimited Web Storefronts, Print Estimating, Order Management, Workflow Automation, Shipping and Fulfillment, and Mail Processing software.
- [DirectSmile](#), a leading provider of software solutions for personalized, data-driven cross-media production, offers award-winning solutions for personalized URLs and emails, image personalization, variable data printing and web-to-print, giving print service providers, agencies and enterprises a user-friendly and efficient way to gain increased response rates, offer new cross-media marketing services, and establish web-to-print e-commerce portals for high-demand personalized print products.
- [Duplo](#) offers the all new DC-745 high-speed Slitter/Cutter/Creaser and Ultra 200A document coater solutions for digital printing applications.



- [EMT](#)'s Chameleon line of finishing solutions includes in-line perforating, punching and processing systems for use with [HP Inkjet Web Presses](#).
- [GMC Software Technology](#)'s customer communications management (CCM) solutions help businesses increase customer engagement across all touchpoints. The company's CCM platform, GMC Inspire, is an end-to-end solution offering enterprises and print service providers seamless graphic workflow, data integration, multichannel document composition, proofing and approval, digital printing, web to print capabilities and more.
- [Lasermix Roll Systems](#) offers the PageReady slitter/cutter/stacker system for [HP Indigo 7000-series digital presses](#), which helps customers go directly from file to finished product by also serving as an in-line connection to finishing modules from other manufacturers.
 - Lasermix Roll Systems also develops technologies for use with HP Inkjet Web Presses and the HP Indigo W7200 Digital Press, including the StreamFolder system, with double plow-fold capabilities for producing book blocks.
- [LumaPix](#) publishes a range of installed and online image layout tools, with solutions for pro photographers, yearbook publishers, and photo-centric web to print applications.
- [Magnum Digital Solutions](#) manufactures a Flex-Book digital book production finishing system that is now in use on the entire Inkjet Web Press portfolio including the [HP T300](#) and [HP T400](#) Color Inkjet Web Press customer production lines.
- [Mediaclip](#) develops web-to-print solutions to create any personalized product, including photo products, business products and promotional products available as an integrated application programming interface, a software as a service (SaaS) or a hosted turn-key model.
- [MindFireInc](#), a worldwide leader of marketing intelligence software and services that enable the creation and deployment of targeted, trackable cross-media marketing campaigns, offers LookWho'sClicking, a product that automates the creation and management of highly effective direct marketing campaigns utilizing



landing pages, personalized URLs, QR codes, SMS text messaging, emails, microsites, response tracking and more.

- [Pageflex](#) offers printing and marketing automation software, including the iWay software behind [HP SmartStream Director](#), and software for highly-customized web-to-print sites (licensed and SaaS), pURL campaigns, and PDF/VT-based variable-data production that has been tested and confirmed for use with the [HP SmartStream Production Pro Print Server](#).
- [Pixfizz](#) is a fully hosted Cloud-to-Print solution delivered as a SaaS to effectively market and sell a variety of photo products such as photo books, calendars, greeting cards and prints.
- [Prisme Technologies'](#) PrintSYS (B2B) and PrintSYS Store (B2C) equip HP Indigo customers with innovative web-to-print capabilities through turn-key, cloud-based managed systems and services.
- [PTI Marketing Technologies](#) helps service providers create successful dynamic marketing communications. It offers MarcomCentral, a premier print-on-demand solution that produces web-based corporate marketing portals and FusionPro marketing personalization solutions that generate dynamic one-to-one marketing campaigns.
- [Standard Finishing Systems](#) brings the power of automation to feeding and finishing, with fully automated Standard Horizon folders, binders, trimmers, saddlestitchers, and Standard Hunkeler unwinders, rewinders, cutters and stackers for best-in-class digital color paper handling, married with a professional team that has the applications know-how to tailor appropriate production solutions for print service providers.
- [TAOPIX](#) allows HP Indigo customers expand into photo merchandise production with its flexible photo book and photo gift software technology platform, which helps users create tailored and branded online photo product store fronts using bespoke products/templates and multiple business models. It maximizes business opportunities by harnessing the power of the internet via social network links and viral send-to-a-friend feature.
- [Ultimate Technographics](#) offers the Impostrip OnDemand Automation



Desktop, in connection with Ultimate Bindery for streamlined post-press work; Scalable Imposition Server solutions used at multiple HP T300 Color Inkjet Web Press customer sites; and, for the new 42-inch-wide HP T400 Color Inkjet Web Press, solutions that allow operators to impose two independent job streams side by side for fast throughput using dual 20.5-inch finishing lines.

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

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