

# HP Media Partnerships

For the HP Inkjet Web Press Family



---

To maximize the system performance of the HP Inkjet Web Press family, HP enables high-quality media options. Papers with ColorPRO Technology offer visibly enhanced print quality, enabling a range of options designed to provide the highest quality results for direct mail, transactional and transpromotional applications, and books.<sup>11</sup>

---



## The ColorPRO Partnership Program

**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 HP or an independent testing agency.

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 for uncoated ColorPRO papers, while HP tests the coated ColorPRO papers.

**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 coated and uncoated paper types (including wood free, thermomechanical pulp/TMP, and hybrid) and paper grades, made available through select products from ColorPRO Technology licensed partners.

**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, as well as inkjet coated papers.

ColorPRO papers use additives that interact with pigment inks. These additives treat the paper or coating 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.

**Customer benefits of ColorPRO Technology.** Papers bearing the recognizable ColorPRO trademark represent value, quality, and advanced performance:

- With the additives in the paper or coating, Bonding Agent is not required when printing on papers using ColorPRO Technology.
- Uncoated papers using ColorPRO Technology generally have a higher black optical density and wider color gamut than papers using other inkjet technologies.

---

<sup>11</sup> In some cases, solutions based on the HP Inkjet Web Press platform will be available through an HP authorized reseller or systems integrator.



## ColorPRO Technology for High-Speed Coated Papers

**High-speed coating technology.** Working with industry-leading media providers, HP and our partners jointly develop papers designed to maximize the quality and performance of the HP Inkjet Web Press family and HP pigment inks. Our partners provide the focus and experience of market leaders in the coated paper industry. HP provides the technology innovation and proven performance of digital printing technology.

**High-quality, high-speed performance assurance.** To deliver the many benefits of digital technology, such as high-speed variable-content printing, the jointly developed high-speed coating technology is formulated for rapid ink absorption and fast dry times. Pigments in HP pigment inks are quickly immobilized at the paper's surface to provide high-quality printing—including clear, sharp text and line quality, rich blacks, and saturated colors.

**Product portfolio.** The portfolio of papers using ColorPRO Technology for high-speed coated offerings is rapidly expanding to include a variety of high-performance substrates across a range of basis weights (text to cover) with different finishes. Ideal for professional and educational books and direct mail applications, these papers enable a wide range of quality publications from textbooks and workbooks to business, law, medical, technical, and scientific publications, to promotional and transpromotional campaigns.<sup>11</sup>

## ColorPRO Partners—High-speed Coated Papers

HP has entered into a business relationship with a number of paper companies worldwide who produce high-speed coated papers with ColorPRO Technology that are compatible with the HP Inkjet Web Press family. These summaries provide profiles and contact information for current participants.



Europe, Middle-East, Africa,  
and Asia Pacific contact:

Anne-Sophie Gombart  
digital@sappi.com

+31(0) 43 3822 286

Europe contact:

Françoise Accou  
francoise.accou@sappi.com  
+32(0) 2 6769 844

**About Sappi.** Sappi™—the world's leading producer of coated fine papers—is recognized for innovation and quality. Customers worldwide choose our papers for demanding, creative, high-quality projects. Our portfolio also includes uncoated and specialty papers and boards.

**Innovation.** Sappi™ is pleased to announce the creation of a new line of papers specially designed for full-color inkjet printing. This range, including high-quality coated papers with a unique offset look and feel, has started deploying in 2011 and will be further enhanced in 2012.

**Sustainability.** Sappi's™ inkjet papers are produced with a reduced environmental impact and renewable energy. Sappi™ Fine Paper Europe holds both FSC® and PEFC™ chain of custody certification. The producing mills are ISO 9001, ISO 14001, and EMAS registered (Eco Management and Audit Scheme).

To learn more, visit: [www.sappi.com](http://www.sappi.com)



North America and Asia Pacific  
contacts:

Utopia Inkjet:

Howard Kirby  
hkirby@appletoncoated.com  
+1 920 968 3976

Utopia Book Inkjet (Publishing):

Amy Ambos  
aambos@appletoncoated.com  
+1 920 968 3855

**About Appleton Coated.** Appleton Coated manufactures Utopia®, premium coated papers known for performance, reliability, and environmental attributes. We are extending our market leadership with new Utopia® Inkjet.

**Innovation.** Utopia Inkjet and Utopia Book Inkjet are the first viable coated paper solutions for high-speed, four-color, inkjet web production platforms. And with proprietary technology developed jointly with HP, these papers give you the ability to run high-quality, full-color jobs at speed, with no need for a Bonding Agent—an industry first.

**Sustainability.** Utopia Inkjet contains 10% post consumer waste standard and is available FSC® certified and manufactured with Green Power (Green-e®) upon request.

Appleton Coated is certified for the standards of Forest Stewardship Council® (FSC®) by SmartWood, a program of the Rainforest Alliance.

To learn more, visit: [www.appletoncoated.com](http://www.appletoncoated.com)

## ColorPRO Partners—Uncoated Papers

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



**North America contact:**  
Inger Heinke  
Inger.Heinke@ResoluteFP.com  
+1 914 671 2995

**About Resolute Forest Products.** Resolute Forest Products is one of the largest publicly traded pulp and paper producers in the world with a diverse range of products, including newsprint, commercial printing papers, market pulp, and wood products. The Company was the first to create higher brightness mechanical pulp-based alternatives to uncoated freesheet, which have a smaller environmental footprint than freesheet. Resolute Forest Products is committed to innovating uncoated mechanical paper for digital printing for our core end-use markets: books, transactional printing, direct mail, and other commercial printing. Resolute Forest Products has third-party certified 100% of its managed woodlands to sustainable forest management standards. [To learn more, visit: www.ResoluteFP.com](http://www.ResoluteFP.com)



**North America contact:**  
Jim Lagerbloom  
jalagerb@gapac.com  
+1 404 652 6844

**About Georgia-Pacific.** Georgia-Pacific Communication Papers is a leading provider of business and printing paper in North America. We sell a wide range of high-quality products designed to meet the needs of today's demanding print environments. For the emerging inkjet web presses using HP pigment inks, we offer Spectrum® Web Inkjet products with ColorPRO Technology, engineered for high-performance results in transactional, 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. [To learn more, visit: www.gp.com](http://www.gp.com)



**North America contact:**  
Howard Kirby  
hkirby@appletoncoated.com  
+1 920 968 3976

**About Appleton Coated.** Appleton Coated, a market leader in coated inkjet products made specially for high-speed, four-color, inkjet web production, is proud to announce Utopia® Uncoated Inkjet with ColorPRO Technology, providing you with a unique combination of print-quality characteristics and controlled ink absorption—with no need for a Bonding Agent. Utopia Uncoated Inkjet products are available with post-consumer recovered fiber, FSC® certification, and are manufactured with Green Power (Green-e®) upon request. Appleton Coated is certified for the standards of Forest Stewardship Council® (FSC®) by SmartWood, a program of the Rainforest Alliance. [To learn more, visit: www.appletoncoated.com](http://www.appletoncoated.com)



**North America contact:**  
Yohaán H. Demel  
yohaán.demel@ipaper.com  
+1 901 419 7309

**Europe contact:**  
Michał Mroz  
michal.mroz@ipaper.com  
+32 (0)2 774 1236

**About International Paper.** As a leading global paper supplier, International Paper is committed to the development of new and innovative products for emerging technologies, such as high-speed inkjet web printing. Through our participation in the ColorPRO Technology partnership program, International Paper looks forward to extending our reach into the multiple end-use markets supported by HP Inkjet Web Presses. Whether printing in black and white or full process color, International Paper has a range of ColorPRO grades that will meet the application and print performance need. [To learn more, visit: www.internationalpaper.com](http://www.internationalpaper.com)



**Europe contact:**  
Timo J. Rasanen  
timo.j.rasanen@storaenso.com  
+358 (0)2046 32465

**About Stora Enso.** Stora Enso is the global rethinker of the packaging, paper, and wood products industry. We always rethink the old and expand to the new to offer our customers innovative solutions based on renewable materials. Stora Enso employs some 30,000 people worldwide, and our sales in 2010 amounted to EUR 10.3 billion. [To learn more, visit: www.storaenso.com](http://www.storaenso.com)



**Europe contact:**  
Frederic Hebrard  
frederic.hebrard@m-real.com  
+33 (0)686 071 971

**About M-real.** M-real is a European producer of primary fibre cardboard and fine paper. M-real offers products for packaging as well as for communication and advertising. M-real's sales network serves brand owners, converters, publishers, printing houses, and paper traders. M-real's Office Papers business area produces a wide range of innovative and sustainable products for office and business communications. Modo Jet PRO with ColorPRO Technology is the latest innovation and delivers enhanced print quality on reel-fed color inkjet printers with a broader color gamut and bolder blacks. It is ideal for bank statements, invoices, direct mail, reports, and manuals. [To learn more, visit: www.m-real.com](http://www.m-real.com)



**Europe contact:**  
Mr. J. Cooper  
john.cooper@arjowiggins.com  
+44 1256 728996

**About Arjowiggins.** Arjowiggins Graphic is a leader in the development of innovative environmental paper solutions, offering consistently high-quality coated and uncoated recycled papers. In addition to paper mills in France and Denmark, there is also a state-of-the-art deinking facility producing high-quality recycled pulp for graphic paper production. The Graphic branch is part of the Arjowiggins Group, the world's leading manufacturer of creative and technological media. With 8,000 employees and 35 paper mills (including four in North America, two in Asia, and two in Latin America), Arjowiggins generates sales of EUR 2 billion. Arjowiggins is fully owned by Sequana Capital. [To learn more, visit: www.arjowigginsgraphic.com](http://www.arjowigginsgraphic.com)



© Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA3-9023ENW. February 2012.

