

# HP Indigo W7250 Digital Press

Application-focused high-volume solution —  
with higher speed for higher profit



The HP Indigo W7250 Digital Press serves high-volume production using its unique combination of quality, productivity, and competitive total cost of ownership (TCO). With more than 60 installations worldwide, this application-focused press platform prints on virtually any paper at high speed.

A web-fed press with optional in-line finishing, it creates a real production line. It can replace offset for short-run publishing, turn direct mail and TransPromo into a one-pass process, and support digital applications such as ultra-short run books and photo products.

**Breakthrough speed and productivity.** Enhanced Productivity Mode (EPM) enables customers to print more jobs digitally and cost-effectively, as color printing speed is increased by 33% from 240 ppm to 320 ppm. The press also prints in 2 colors at 480 ppm and monochrome at 960 ppm.

**High print quality at high speed.** Enabled by HP Indigo's liquid Electrolink technology and unique digital offset process, the press delivers prints of the highest quality—even at high speed—that match or exceed offset, allowing them to be used interchangeably.

**Compatible with any substrate.** The press maintains productivity and quality while printing on a wide media range from 27 lb text to 110 lb cover, including coated, uncoated, and recycled stock. An inline priming unit allows use of standard, off-the-shelf substrates of all kinds, including offset uncoated papers, keeping media costs low.

**End-to-end solution.** The press includes a robust and scalable digital front end and integrates with a wide range of workflow solutions. Together with Hunkeler or other HP Indigo finishing partners, the press enables inline and offline finishing solutions for the end-to-end delivery of a broad application range in the most efficient and flexible manner.

**Application-focused solution.** With its combination of high productivity, quality, and flexibility, the press opens new possibilities for diverse applications in the expanding markets of publishing, general commercial printing, photo specialty, direct mail, and TransPromo.

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



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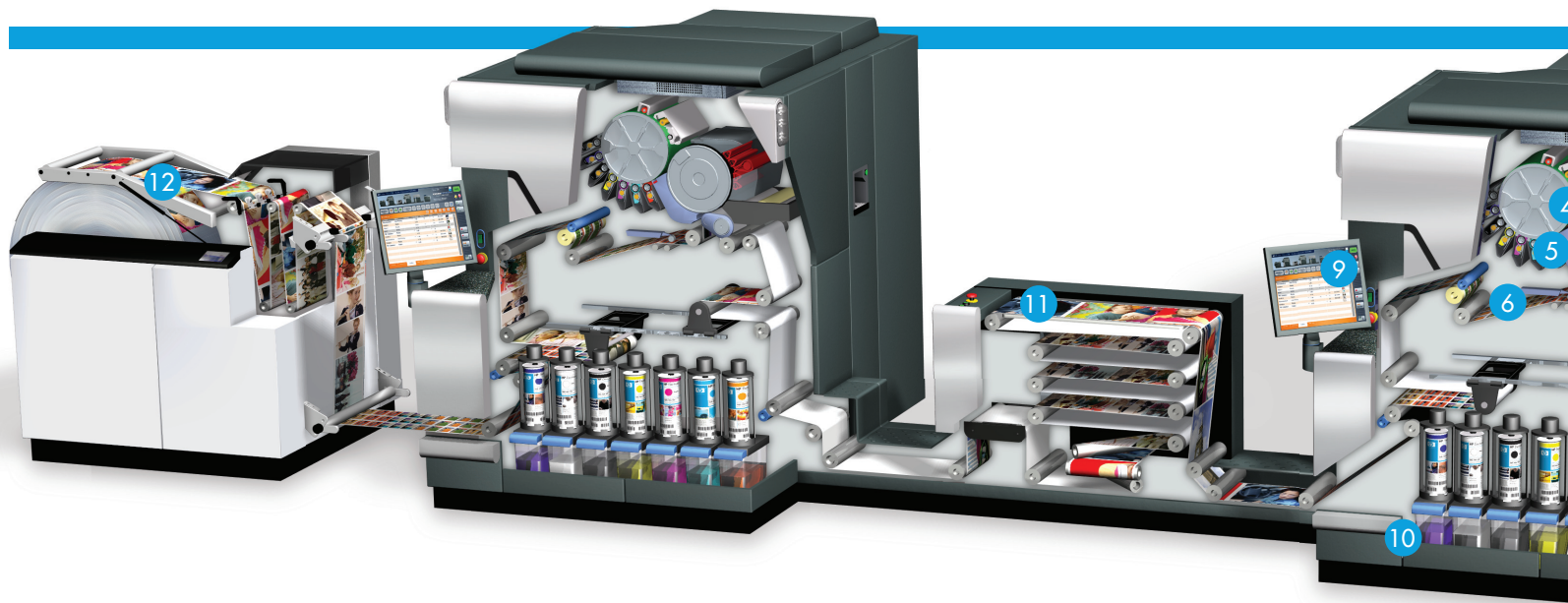
## High quality, high productivity

**High productivity.** Innovations in the HP Indigo W7250 Digital Press make it capable of running jobs with higher productivity and lower cost per page.

- **Dual engine web**—highly efficient, double-sided printing.
- **Enhanced Productivity Mode (EPM)**—provides a 33% increase in speed for most image-rich color jobs to 320 ppm, significantly reducing turnaround time and production costs.
- **Powerful print server**—The scalable HP SmartStream Production Pro is the most powerful off-the-shelf print server in the industry. It can manage high-volume, highly complex variable data jobs at press speed, with a single point of control capable of driving multiple presses.
- **Print Care**—Automatic calibrations and advanced diagnostic modes increase press uptime by assuring quick and accurate problem solving.
- **Robust supplies**—A set of new-generation supplies, including the Imaging Oil System, Photo Imaging Plate (PIP), and blanket, improves print quality, performance, and lifespan, extending time between replacements and reducing waste by 20% for more sustainable printing.

**Superior print quality.** HP Indigo printing technology delivers consistent, best-in-class, offset-matching color quality.

- **High coverage applications**—Exceptionally high quality not limited by substrate type or ink coverage.
- **Digital offset-matching color technology**—Liquid electrophotography (LEP) produces sharp images with a very thin ink layer that is almost transparent, exposing the finish of the paper. HP Indigo ElectroInk enables high quality and wide and accurate color gamut, similar to and at times surpassing conventional offset printing.
- **Excellent color consistency**—Closed loop controls over ink conductivity and optical density ensure tight color consistency within the page, from page to page, and between engines.
- **Up to 7 ink stations on press**—Use 4, 6, or 7 colors for vivid printing and accurate on-press Pantone emulations. True PANTONE® spot colors can be mixed off press, for matching up to 97% of Pantone-certified colors.



**Diverse application range.** Thanks to its high speed, wide media capabilities, efficient 12.48 x 38.58 inch image format, and finishing solutions, the press enables PSPs to offer customers a unique and diverse range of products and services.

- **Publishing**—Produce books cost-effectively in just the quantities customers need, enabling them to streamline their supply chain and dramatically reduce the costs of warehousing, shipment, and waste. Digital printing with inline signature folding can produce up to 270 color 160-page book blocks per hour and 720 monochrome book blocks per hour.
- **Photo specialty**—Wide image format and high photo quality enable the press to capture applications with larger image sizes such as photobooks, calendars, book covers, lay-flat books, and photo prints. Third-party finishing solutions, including GMP LAMIMASTER, enable PSPs to deliver a finished product at lower cost.
- **Direct mail and TransPromo**—Deliver high volumes in color with higher profitability using the EPM mode. Integrated finishing saves costs and cuts production time.



Use HP SmartStream products and partner solutions with the HP Indigo W7250 Digital Press to improve production efficiency and support digital growth.

To learn more visit [www.hp.com/go/smartstream](http://www.hp.com/go/smartstream).



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|----------------------------------|--|
| 1. Unwinder                      | 7. Blanket                                       |
| 2. Inline Priming Unit           | 8. Impression Cylinder                           |
| 3. High-speed laser writing head | 9. Work station                                  |
| 4. Charge roller                 | 10. Ink cabinet                                  |
| 5. Photo Imaging Plate (PIP)     | 11. Buffer control Unit (BCU) including turn bar |
| 6. Binary Ink Developers (BIDs)  | 12. Rewinder                                     |

## Technical specifications

Printing speed	14,000 four-color 8.5 x 11 in pages per hour 19,200 color 8.5 x 11 in pages per hour in EPM 28,800 two-color 8.5 x 11 in pages per hour 57,600 one-color 8.5 x 11 in pages per hour
Image resolution	812 and 1219 dpi at 8 bit, addressability: 2438 x 2438 dpi HDI (High Definition Imaging)
Line screens	144, 175, 180
Image size	12.48 x 38.58 in maximum
Web width	Max. web width: 13.4 in; Min. repeat length: 18.9 in (in 4-color print mode); Max. repeat length: 38.6 in
Paper weight*	Roll-to-roll: 27 lb text to 110 lb cover (subject to paper stiffness) Monochrome: Uncoated 47 lb to 95 lb text **
Unwinder	Input roll max. diameter: 51.2 in Input roll inner core diameter: • Standard: 3 in • Optional: 6 in
Print server (DFE)	HP SmartStream Production Pro Print Server
Press dimensions	Width: 456 in; Height: 90 in; Depth: 82 in
Press weight	15,600 lb
<b>HP Indigo ElectroInks</b>	
Standard 4-color printing	Cyan, magenta, yellow, and black
HP IndiChrome 6-color printing	Cyan, magenta, yellow, black, orange, and violet
HP IndiChrome Plus 7-color printing	Cyan, magenta, yellow, black, orange, violet, and green
HP IndiChrome off-press spot inks	HP IndiChrome Ink Mixing System (IMS) for spot color creation using CMYK as well as orange, violet, green, reflex blue, rhodamine red, bright yellow, and transparent
PANTONE® colors	Supports PANTONE PLUS®, PANTONE MATCHING SYSTEM®, and PANTONE Goe™ HP Professional PANTONE Emulation Technology using CMYK on-press; HP IndiChrome on-press; HP IndiChrome Plus on-press; HP IndiChrome off-press (IMS) for achieving up to 97% of the PANTONE® color range.
<b>Options</b>	
Expanded color capabilities	5, 6 or 7 ink stations; HP IndiChrome Ink Mixing System
Post-press	Hunkeler Rewind RVV6 Cutting and offset stacking: Hunkeler POPP6 Combination line available or other customized solutions according to the customer's need

\* 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.

\*\* Paper specifications may change due to finishing line capabilities



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