



News Advisory

DG3 Selects HP T230 Color Inkjet Web Press to Accelerate Client Communications Transformation

Company signs for new press during PRINT 13

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CHICAGO, Sept. 10, 2013 – HP today announced at PRINT 13 that Diversified Global Graphics Group (DG3), a Jersey City-based marketing and visual communications company, has purchased an HP T230 Color Inkjet Web Press with robust inline finishing solutions to expand its digital capacity as well as accelerate the transformation of traditional marketing and compliance communications.

DG3 is a \$150 million globally integrated communications group with more than 20 years of experience serving corporate, financial services and pharmaceutical firms worldwide. The addition of the HP T230, which extends DG3's lineup of HP Indigo Digital Presses, supports the company's vision to help its clients use data to produce high-impact printed content that delivers results.

"We realize that helping our clients to build relationships with their audience members is critical to the success of printed content," said Thomas Saggiomo, president and chief executive officer, Diversified Global Graphics Group. "The availability of data facilitates custom communications and the addition of the HP T230 Color Inkjet Web Press enhances our strategy for making custom client communications a reality."

DG3 will use the HP T230's 20.5-inch width and fast duplex color printing speeds of up to 400 feet per minute to power DG3 Custom Communications. This new offering gives DG3's clients a fully integrated solution from data to distribution, converting static communication to custom communication using precision content targeting and cost-effective mass customization while eliminating the need for preprinting and storage of printed materials.

"Progressive print providers like DG3 recognize the benefits the marriage between data and digital printing can bring their customers," said Jan Riecher, vice president and general manager, Americas Graphics Solutions Business, HP. "With the new HP T230 Color Inkjet Web Press, DG3 is poised to continue its growth trajectory and deliver on its unique custom communications strategy."

More information DG3 is available at www.DG3.com.

Additional information about the HP Inkjet Web Press portfolio is available at www.hp.com/go/HPatPRINT13 and www.hp.com/go/inkjetwebpress. Product videos and updates are available on YouTube at www.youtube.com/hpgraphicarts and through the HP Graphic Arts Twitter Feed, www.twitter.com/hpgraphicarts.

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