



## News Advisory

# HP Enhances Print Module Portfolio to Bring More Options to Print Service Providers

Document Data Solutions named system integrator partner

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CHICAGO, Sept. 8, 2013 — HP today at [PRINT 13](#) announced enhancements to its print module portfolio to help print service providers (PSPs) expand capabilities and differentiate print offerings with color or monochrome imprinted variable data.

Adding variable data, such as personalization, on marketing materials and billing statements as well as imprinted data like images, barcodes or addresses helps prompt customers to take action and helps generate additional business through more targeted marketing. HP print modules enable PSPs to enhance content and increase response rates for their clients' campaigns.

Based on proven HP Thermal Inkjet Technology, the modules add high-quality variable data from images to text and barcodes via integration with high speed web transports. The HP print modules complement a variety of existing equipment and print at 800 feet (244 meters) per minute with up to 600 x 600 dots-per-inch (dpi) resolution. Reliable with easy automated operation, the HP print modules provide high uptime with low running costs.

*"Variable data can make or break a campaign," said Kathleen Tobin, vice president and general manager, Specialty Printing Systems, HP. "With HP print modules, print and marketing service providers can add targeted variable content where production requires, leveraging existing capital investments, improving uptime and increasing profits on every page."*

### Partners make more options available

Together with its partners, HP delivers high-resolution, industrial printing solutions that are modular, affordable, clean and easy to use.

In North America, systems integrator partner, [Document Data Solutions](#) (DDS), which has one of the most comprehensive product and service offerings in the industry, will now bring [HP Print Module Solutions](#) to market. DDS is an expert in customized installations, giving its customers solutions designed specifically for their situations. Through the relationship with DDS, HP is making more options available to help customers find the

best solution for imprinting variable mono and color graphics, text and barcodes on preprinted documents.

PRINT 13 attendees can see demonstrations of HP Print Module Solutions in HP booth #1241, as well as in DDS booth #3702 and Adphos/GSS booth #2680.

In Europe, [DJM Inkjet Solutions](#), based in the Netherlands, brings HP print modules to market. DJM is a manufacturer and supplier of state-of-the-art inkjet production systems with solutions that meet changing customer needs.

### **Making personalized direct marketing more appealing**

Through DJM, France-based [d'Haussy](#) recently installed HP C800 Print Modules for color imprinting of direct mail applications. The installation included the DJM controller platform working with the HP print module interface to enable integration to the existing d'Haussy workflow.

*“Over the years, we have changed our strategy from mass direct marketing to more targeted, personalized products, for which we needed a reliable, full-color solution for imprinting materials,” said Xavier Moreau, chairman and chief executive officer, d'Haussy Imprimeurs. “The HP C800 Print Module boasts impressive speeds and print quality. As a print solution, it’s definitely of a higher quality than its competitors.”*

### **More ink choice to match applications**

In addition, HP introduced a pigment black ink, complementing its existing dye ink portfolio and providing more choices to better match applications. With up to 50 percent higher optical density,<sup>(1)</sup> the new ink delivers sharper, crisper blacks for better text and barcodes.

Available in October 2013, the new ink, which is compatible with HP color dye inks, provides more vibrancy and deeper contrast to color images. Additionally, it offers increased durability as it is water resistant.<sup>(2)</sup>

More information about HP print modules is available at [www.hp.com/go/HPatPRINT13](http://www.hp.com/go/HPatPRINT13) and [www.hp.com/go/GSB](http://www.hp.com/go/GSB). Updates are also available on Twitter at [www.twitter.com/hpgraphicarts](http://www.twitter.com/hpgraphicarts) and on YouTube at [www.youtube.com/hpgraphicarts](http://www.youtube.com/hpgraphicarts).

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(1) Results based on internal HP testing performed in August 2013. Results vary depending on media used and printing mode selected.

(2) Water resistance based on HP internal testing, results may vary with different media types.

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