



News Advisory

Standard Register Inks Deal for Two HP Inkjet Web Presses

New HP T400 and T230 digital presses will streamline supply chain, deliver higher quality, increased flexibility and expanded reach

Editorial contacts

Heather Sieberg, HP

+1 573 996 1922

heather.sieberg@hp.com

www.hp.com/go/newsroom

CHICAGO, Sept. 9, 2013 — HP today announced at PRINT 13 that Dayton, Ohio-based Standard Register (NYSE: SR) has purchased two HP Inkjet Web Presses, helping streamline the company's supply chain, increase capacity and support growth in its delivery of printed and electronic communications and marketing materials.

Trusted by the world's leading healthcare, financial services, manufacturing and retail companies, Standard Register provides market-specific insights as well as workflow, communications and analytics solutions to its diverse client roster. The company's recent acquisition of WorkflowOne increased its customer base and opened up new opportunities for growth. Standard Register's investment in the HP T230 and T400 Color Inkjet Web Presses will enable the company to expand its market presence and extend its trademark customer service.

"As we continue to make investments in our growing business and accelerate our transformation, we were looking for a digital press provider that would collaborate with us," said Greg Greve, executive vice president of Enterprise Delivery, Standard Register. "HP demonstrated both an interest and an aptitude for such a partnership. The new HP Inkjet Web Presses will help us better meet client demands with variable data printing that increases the effectiveness of loyalty and engagement programs."

With the HP T400 and T230 Color Inkjet Web Presses, Standard Register can move from a traditional stock and fulfillment model to print on demand, streamlining the supply chain for its customer base. The high-quality, four-color output, broad media compatibility and lower overall cost afforded by the new presses will help the company address a broader variety of customer requests. Additionally, Standard Register can cost-effectively fulfill variable one-to-one communications in one pass, offering customers on-document messaging, color and personalization to increase the return on investment of their communications.

The HP T400 and T230 Color Inkjet Web Presses feature advanced inkjet printhead technology and nanotechnology pigment inks, supporting higher speeds without compromising image quality. Standard Register's technology lineup also includes HP

Indigo digital presses, HP Scitex, HP Latex and HP Designjet large-format printing solutions and HP Thermal Inkjet technology.

“In this competitive market, print providers are constantly challenged to find new ways to differentiate their offerings and grow their businesses,” said Jan Riecher, vice president and general manager, Americas Graphics Solutions Business, HP. “With the new HP T410 and T230 Color Inkjet Web Presses, Standard Register is poised to truly transform its workflow, bringing high-volumes of affordable, effective variable data print applications to its broad customer base.”

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

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