



News Advisory

Emerald Packaging Enters Digital Printing Market with HP Indigo 20000 Digital Press

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PALO ALTO, Calif., May 9, 2014 – HP today announced that Emerald Packaging, Inc. has signed a launch agreement for the HP Indigo 20000 Digital Press, enabling the company to enter new markets and offer its customers the advantages of digital printing.

Recently marking 50 years in business, Union City, Calif.-based Emerald Packaging has seen exponential growth in revenue year after year since 2000. Today, it is one of the largest flexible packaging manufacturers on the West Coast and one of the biggest suppliers of packaging in the United States.

The company will form a joint venture with OEC Graphics of Oshkosh, Wis. leveraging OEC's design and branding capabilities to head the sales and marketing of digital printing. The HP Indigo 20000 will be housed at OEC Graphics' location in Union City, just two blocks from Emerald Packaging's headquarters. OEC Graphics creates corporate branding and marketing strategies and is a leader in package design. The company recently celebrated its 100th anniversary.

Emerald Packaging aggressively reinvests profits back into the company to offer its customers high-end, multiple-featured, value added flexible packaging products. The new HP Indigo 20000 allows Emerald Packaging plans to enter the snack foods, dried fruit/nut, cereal, candy, health care and cosmetics markets.

"HP Indigo digital printing will bring a speed-to-market advantage as well as the ability to offer customized short runs, which will be important differentiators for us," said Kevin Kelly, chief executive officer of Emerald Packaging. "We selected HP Indigo based on its proven technical track record and its gravure-matching print quality. And, through our partnership with OEC Graphics, which offers a unique combination of brand, packaging and digital print expertise, we feel this is the first true digital co-venture in the flexible packaging and converting market."

The HP Indigo 20000 gives Emerald Packaging the flexibility to produce several different items around a common design then customize each one by changing the colors, images and/or language. Additionally, the press's 30-inch width gives the company the wide web market versatility predominantly seen in the three- or four-sided sealed stand-up pouch market.

Going from computer to press without producing plates helps increase speed to market, improve production flexibility and reduce packaging costs for short runs. HP Indigo's digital, zero-setup process minimizes waste, translating into significant cost and time savings. On-demand digital

printing also reduces waste and over-stocking throughout the supply chain, allowing Emerald Packaging to offer its end customers more sustainable packaging solutions.

Additionally, HP Indigo's liquid ElectroInk technology is the only digital color printing process that matches gravure printing. With seven ink stations, Emerald Packaging can meet the most stringent corporate branding requirements and achieve perfect color registration on all substrates. HP Indigo ElectroInk is also safe and suitable for printing on food packaging, under set conditions of use and compliance with Good Manufacturing Practices (GMP) for non-food contact surfaces.⁽¹⁾

"As the global packaging market steadily grows, so does the demand for shorter run lengths, shorter lead times and higher print quality," said Alon Bar-Shany, vice president and general manager, Indigo Division, HP. "The HP Indigo 20000 will help Emerald Packaging continue its business growth and enter into new markets by shortening the time to market from concept to product, while also enabling the company to offer new solutions to its customers."

More information about Emerald Packaging is available at www.empack.com.

More information about OEC Graphics is available at www.oecgraphics.com.

Additional information about HP Indigo digital presses is available at www.hp.com/go/indigo. Product videos and updates are available on Twitter at www.twitter.com/hpgraphicarts and on YouTube at www.youtube.com/hpgraphicarts.

About HP

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- (1) For more information, please refer to the [Labels and Packaging Workflow Solutions Brochure](#) and [HP Indigo for Food Flexible Packaging Regulatory Overview White Paper](#).

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