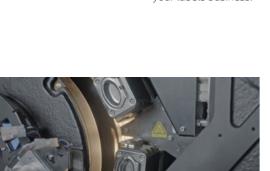


The Perfect **Equation for Label Production**

From super simple to creative and complex, label jobs have become more diverse and increasingly difficult to forecast. In the course of a single shift, you need the agility to quickly pivot and cater to the unique demands of any job and any run length. Short turnarounds are now a mandate and workflow efficiency, a must.

With an installed base of thousands of presses worldwide, HP Indigo digital presses and their signature advantages are already redefining the way things work. Consistently reach any color. And do it with the unmatched versatility of media, inks and applications. Step into an ecosystem of tools, support, technology breakthroughs and continuous improvement. It all adds up to a proven formula for the long-term success of your labels business.





The power of HP Indigo's technology

• Faster time-to-color⁵ enabled by

Production Pro for L&P DFE.

from order to fulfillment.

• Increase output with HP PrintOS^x

workflow and converting solutions

• Generate and manage SMB brands'

that enable end-to- end automation

on-demand short runs with a marketproven Web-to-print solution.¹

automated color-matching process • Gain front-end efficiencies with up

The perfect equation

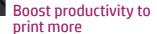


Whether you're expanding your offering to existing customers or tapping into new markets, you are equipped to deliver.

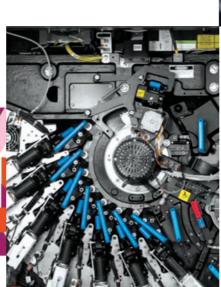
- Diversify your business and gain new revenue streams by producing virtually any label or packaging application from pressure-sensitive labels to sleeves, IML, wrap-arounds, flexible packaging, and folding cartons.
- Offer a suite of embellishment solutions, from a fully integrated, onepass, print and embellish HP Indigo GEM to eye-catching print-over-foil
- Seize business opportunities with the widest range of specialty inks3 including HP Indigo ElectroInk silver, fluorescents, and a comprehensive white ink portfolio.
- Offer smart packaging with brand protection elements, variable data, and unique designs with HP SmartStream Mosaic and HP SmartStream Collage.







Gain production efficiencies that translate into maximized output with fastest time-to-market.56



Exceed brand expectations with confidence

Create higher value for your customers with the widest ink portfolio³ and a broad range of embellishments.2

- Deliver high-resolution, highquality printing with HP Indigo liquid electrophotography (LEP) technology.
- Enable perfect color registration with HP Indigo One Shot Color technology.
- Count on color consistency and repeatability using HP Indigo Spot Master and other automated color calibrations, and on-the-fly





Aqua d Or



[1] Based on third-party published market report, 2019. Market-proven solution based the HP Indigo 6900 Digital Press, with over 1500 installations worldwide as of November, 2019. [2] Requires purchase of the HP Indigo GEM solution or KURZ DM-Jetliner® solution. [3] Compared to major digital printing competitors providing narrow-web solutions as of November, 2019. [4] Requires purchase of third-party Pack Ready for Labels solution. [5] Compared to the HP Indigo 6900, 20000, and 30000 Digital Presses as of November, 2019. Enabled by Spot Master technology. [6] Up to 5 times faster RIP compared to the previous DFE version. Based on internal HP testing of a variety of configurations. RIP time results vary based on images, small text, VDP, color gradients, spot colors, and tints (halftones).