

# BECOME THE NEXT HP INDIGO SUCCESS STORY



## REAL PARTNERSHIP

Behind every product and service is something more—our deep loyalty to print and an unshakable reverence for printers like you.

## REAL TRANSFORMATION

Keeping up isn't enough. Technologies should be made to empower printers to achieve their greatest potential.

## REAL ENDURANCE

Do more than add a press—become a part of the most innovative group of professionals that are driving print's worldwide proliferation.



# YOUR SUCCESS STORY **STARTS HERE**

Hear how HP Indigo  
customers found  
their edge

When you have a team of real experts behind you, who learn from every market change and advance in technology, it's easy to rewrite your story into one that ends with success. Here are just a few of the countless printers who we take pride in partnering with.



## FINDING NEW VITALITY AMID CHALLENGE

**“During this crisis, we focused on digital together with HP, and it was the right choice.”**

- Roel Nikkelen, Operational Manager at Wihabo

### CRISIS INNOVATION PAYS OFF BIG TIME

“There is no question that HP saved our business in 2008. HP PrintOS Site Flow has helped us expand into new markets because it's scalable. It lets us, the small, the medium sized printer act like the really big guys.”

- Brian Scott, President, Blooming Color

### MORE RUN LENGTH VARIATION, LESS ENERGY

“Print on demand, short or long print? Not a problem, the HP Indigo 12000 Digital Press allows us to request the exact volume needed by our customers without the waste of a traditional set up, saving water, energy, and reducing CO<sup>2</sup>.”

- Delga Press

### MILLIONS OF PRINTS AND EVEN MORE MOMENTS OF JOY

“We print millions of memories for our customers, all with amazing detail and rich, beautiful color. With HP Indigo, we can print things we never could have before. Not only that, it's reliable and incredibly fast, and from a business perspective—that's everything. We only trust HP Indigo to share life's joy.”

- Dwayne Black, SVP and Chief Operations Officer of Shutterfly

“We confronted a crisis and we started thinking, ‘We cannot continue this way, we are offering the same as everyone else.’ I think HP helped us be who we are: a company that is constantly innovating and creating new things. I never stop and I need someone who is always moving, and HP Indigo was there and gave us a helping hand. It truly gave us life.”

- Joaquín Truyol, General Manager at Truyol Digital

### DEDICATED SUPPORT AT EVERY STEP

“Once you buy the equipment, the sales support never stops. Our support has been very generous from HP and it's very needed to keep innovating this process.”

- Omar Khan, Co-owner at iColor Printing and Mailing, Inc.

**“We've improved our workflow, which means we can process more orders, with lower labor percentages pricing enabling us to be more competitive on pricing and attractive to our customers.”**

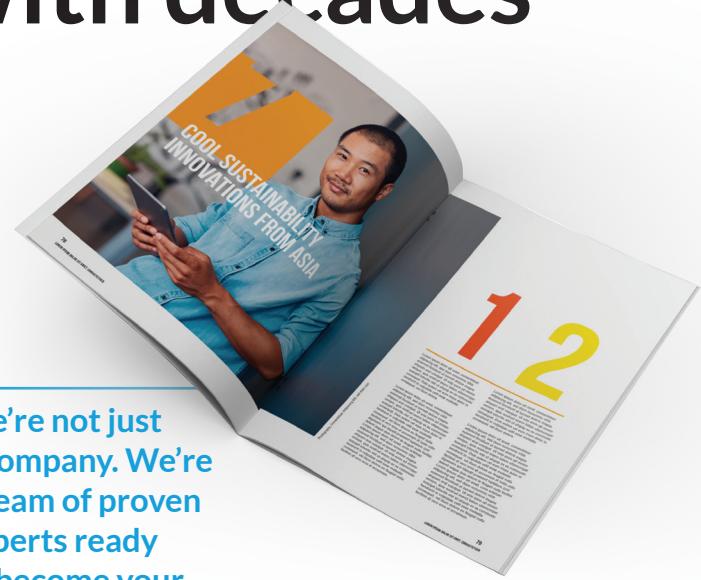
- Simon Cooper, Managing Director at Solopress

# Honoring print with decades of innovation

Anyone can print, but not everyone can honor the printed piece in a way that encompasses its value. Any press can produce a printed piece, but not every press can gather a group of creators, innovators, and scientists behind it.

With HP Indigo's innovative technology, commercial printers can optimize overall production efficiency and achieve unprecedented flexibility that lifts performance in every area of business, even for existing offset presses.

But what makes HP Indigo customers truly remarkable is the ability to combine powerful technology with a worldwide network of print professionals that have mastered its use. It's this kind of synthesis between technology and humanity that turns a deep loyalty to print into real achievement for today's printers.



We're not just  
a company. We're  
a team of proven  
experts ready  
to become your  
partner. Let's  
create something  
beautiful, together.

## Print with a purpose Drive value with cutting-edge technology



Printers perform so many roles in our society. They're providers of vital information, facilitators of sales, artists, technical pioneers, and business owners all at the same time. Filling all of these positions isn't for everyone—it takes someone with a special skillset, and it's all in service of the printed piece.

It's a tall order for today's commercial printers to live up to, and it's accompanied by the pressures of a mature market and a global economy that's digitizing at light speed. Keeping up isn't enough. HP Indigo technologies were made to empower printers to achieve their greatest potential, and to do justice to the printed piece in a way that not only keeps it relevant to our world, but needed

and desired no matter the economic climate. This ability to create real value is why HP Indigo customers are growing at twice the rate of other digital adopters.<sup>1</sup> Here's how greater quality and more agility are helping these printers grow in a dynamic market.

### DISCOVER ONE-OF-A-KIND PRINTING TECHNOLOGY

Forget expensive plates and cost-heavy quality. With HP Indigo's proprietary technology, you can create the unique prints customers want at unbeatable quality and cost. With an all-digital process, you can gain the agility you need to meet the demands of today's short runs and bespoke products. Harnessing HP Indigo's LEP Technology and Liquid Electrophonic process means

reached greater coverage levels, expanding your application range, completing jobs more efficiently, and delivering standout color. It won't just help you upgrade existing jobs, but will be key to powering the future of your print business.

### INTELLIGENT INKS WITH UNMATCHED COLOR CAPABILITIES

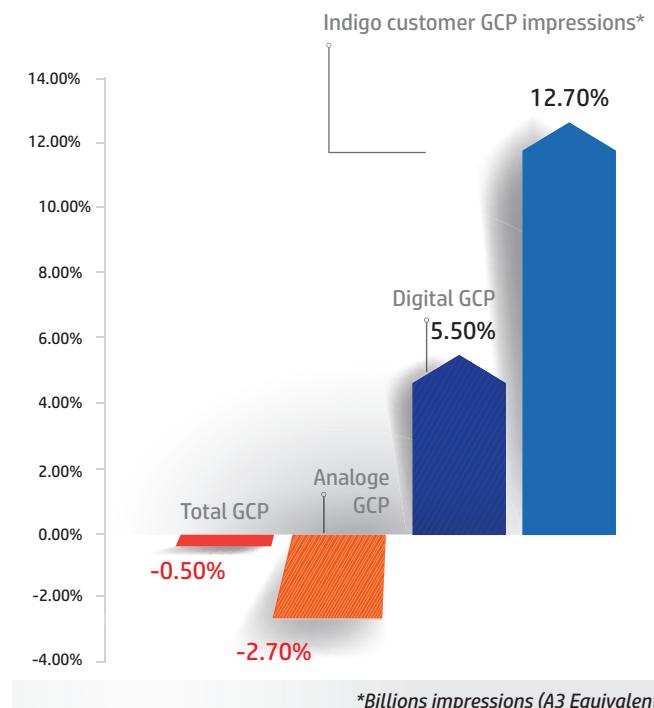
Make your inks work harder for you and provide stunning results for your customers more easily. HP Indigo ElectroInk is a unique liquid ink that contains tiny electrically charged ink particles inside a carrier liquid. This electric charge allows the location of the small ink particles to be controlled, allowing customers to routinely reach coverage levels of 500% or more with no compromises on cost or quality. This composition creates amazing results when it comes to resolution, image sharpness, and registration. Plus, the pigment-agnostic quality can leverage a variety of pigments for the widest array of inks—reaching up to 97% of Pantone® colors.



### MAXIMUM VERSATILITY FIT FOR A MARKET FULL OF SURPRISES

Gain more agility to take your print shop anywhere and everywhere you want it to go. HP Indigo presses can print on the broadest gamut of substrates in the digital print industry, including coated, uncoated, synthetic, metallized, and colored media. These capabilities paired with color and ink abilities deliver a wide range of high-value applications enabling greater options for customers seeking premium, customized, and unique work—and it gives printers the flexibility to meet all of these needs efficiently.

### GENERAL COMMERCIAL PRINTING growth rates by technology type



### MORE SPEED FOR UNPRECEDENTED TURNAROUND TIMES

Want to move as fast as the market? It's possible when flexibility can be paired with higher speed. HP Indigo's quickness allows for printers to output hundreds and thousands of orders per day, on a consistent basis. Print quality is maintained across orders no matter how fast the production line is moving. HP Indigo's end-to-end management solutions allow for high volume output that improves cost effectiveness and the speed-to-market rates that today's customers demand.

### MEET THE PRESS BORN TO RUN

Designed with offset users in mind, the HP 100K Press has earned its reputation for nonstop productivity, operation-altering efficiency, and the ability to help owners reimagine TCO. Keep quality at offset levels, while benefiting from the cost-saving and process-simplifying benefits of digital. Cut down plate volume, save on price-per-copy, and reduce make ready waste. With the ability to complete hundreds of jobs per day, this press is the perfect way to optimize your production floor—allowing you to direct the right jobs, to the right machine, to deliver work faster and more profitably.



# Make your move with trusted guidance

## Getting the most out of your digital transition

Partnership is about much more than selecting a press model. A press might seem like the whole of digital transformation, but meaningful change comes from a network of experts whose work is to help printers design a long term solution that serves their business goals. With intelligent software and applications that give owners maximum visibility, operators assistance, and automate repair processes, HP Indigo presses come with a lot more than the right technical specs. You get the complete support you need to make your digital move a confident move.

### Start Confidently with the Business Transformation Solution

Begin your journey with a partner that understands the needs of an offset house. Centered around the perfect digital introductory press and designed to ease the transition into digital knowledge, the Business Transformation Solution is a great place to start for hybrid operations or gradual transitions to full digital. This solution combines the HP Indigo 12000 Digital Press with the skills, software, and tips needed to quickly take advantage of digital opportunity. Immediately reap the benefits of faster turnaround times, reduced waste, single-operator fleet management, and lower storage costs with pre-flight software integrations that help you strategize what jobs to move to digital and how to best use existing offset presses.

### Collaborate with Material and Application Experts

Add new applications to the mix with access to all the information

you need, first. With a network of Material and Application experts, you can diversify your product list with the help of knowledgeable partners that can advise you on working with new materials and how to add value through premium and sustainable products. HP Indigo's lab facilities keep our customers on the forefront of breakthrough application capabilities, testing, and certifications.

### Find guidance with HP Integrated Financial Solutions

Beyond technology and resources, partnership is about guiding an investment from every angle. Benefit from flexible financial solutions that help you get the most out of your HP Indigo partnership and maximize the positive impact on your business. From workplace solutions to a menu of value-added solutions, you can customize your package to achieve the power you need at a cost that works best for you.

### Unlock full press potential with a center of intelligence

Give your operations an extra brain with smart software and applications that allow for end-to-end management and optimization of every production stage. HP PrintOSx

is a print production operating system with web and mobile apps that help you produce more jobs and high-value applications with less effort, at lower cost and with measurable results.

Access the open, secure cloud based platform anytime, anywhere to continuously improve your workflows and make better, faster decisions.

Relative and comprehensive, print houses can use powerful apps for every role and production stage from owners and operations management to color control and imposition.

Plus, the PrintOSx Box helps you prepare, manage, and ultimately increase jobs through file sharing optimized for digital. Get maximum visibility into operations as an owner with real-time, full-floor updates through Print Beat. HP Indigo customers get access to an even wider software selection that elevates graphic arts, enables variable data for mass customization, and more.

### Empower your employees like never before

Technology is only as effective as the people who are using it and experiencing its benefits. That's why we have training programs and support systems in place to elevate operators' skills and help them develop into highly capable press leaders.

From the core knowledge available from the three-part Certified Operators training, to specialized training that covers digital sales, production efficiency, substrate expertise and color management strategies, your employees will benefit from both on-site and remote training resources that up their independence.

# Join a global community of print professionals

**Choose ongoing support and inspiration**



We have your back long after your press gets installed. From the creative community gathered by Dscoop, to a network of exclusive partners and engineers, joining HP Indigo is more than a production floor upgrade—it's becoming a part of the most innovative group of professionals that are driving print's worldwide proliferation. Learn how HP Indigo printers achieve more with backing from a team of artists, engineers, and ongoing support programs. Our success story is their success story.



## GET INSPIRED BY ARTS LEADERS AND EXCLUSIVE PARTNERS

When you join HP Indigo, you don't just gain one new partner. You gain thousands. Dscoop is the world's largest and most collaborative digital print community. Its 8,000+ members in 80+ countries are HP Graphic Arts print service providers and leading-edge solution partners. Dscoop empowers them to learn, network and grow their businesses. HP Indigo customers also reap the benefits of a full E2E holistic ecosystem and exclusive cooperation with leading partner solutions that can supplement new and existing business models.

## ALWAYS AT YOUR SERVICE WITH SERVICE EDGE

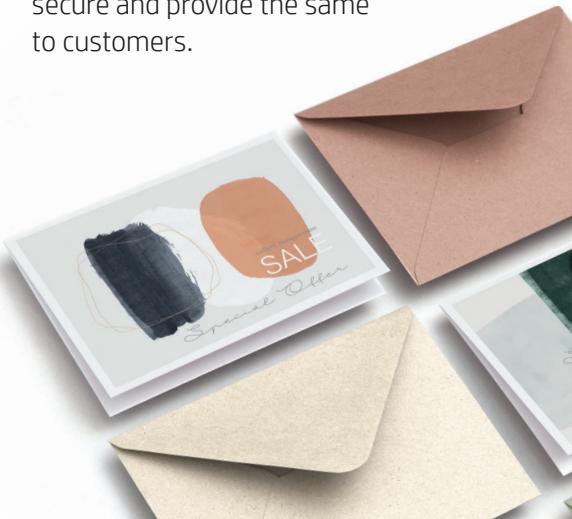
Working with a new press means your team is servicing it over months and years—that's why our support lasts through the entire lifecycle. HP Service Edge is your path to forging new growth, finding your competitive edge, and running smoothly in Industry 4.0—the new way of manufacturing that's using automation, data exchange, and smart systems to redefine industry best practices. This portfolio of next-level service offerings can automate repair processes, connect you with real local HP engineers, optimize inventory management, so you can stay up and running at all times.

## CARING FOR PRINT AND THE PLANET

The future of the print business is interwoven with the future of the earth—join us in making these futures the brightest they can be. With a growing push for sustainable practices and products, choose a partner that includes eco-friendliness in their innovation goals. From presses that are carbon neutral, corporate circular economy commitments for used parts, and more than 1,500 environmentally-certified media to use, HP Indigo customers can simplify their entrance into greener business.

## KEEPING SECURITY AND AUTHENTICITY AT THE FOREFRONT

As processes go digital, data volumes rise, and counterfeiters become more skilled, safety has never been more important in the print industry. From keeping data secure, to incorporating security technology into printed products to protect brand authenticity, make security an all-around priority. Take on work with these needs with the help of our portfolio of unique printing features for various levels of security and types of authenticators. You'll join security solution partners to build complete offerings with special inks, substrates, track and trace, and origination software, so you can stay secure and provide the same to customers.





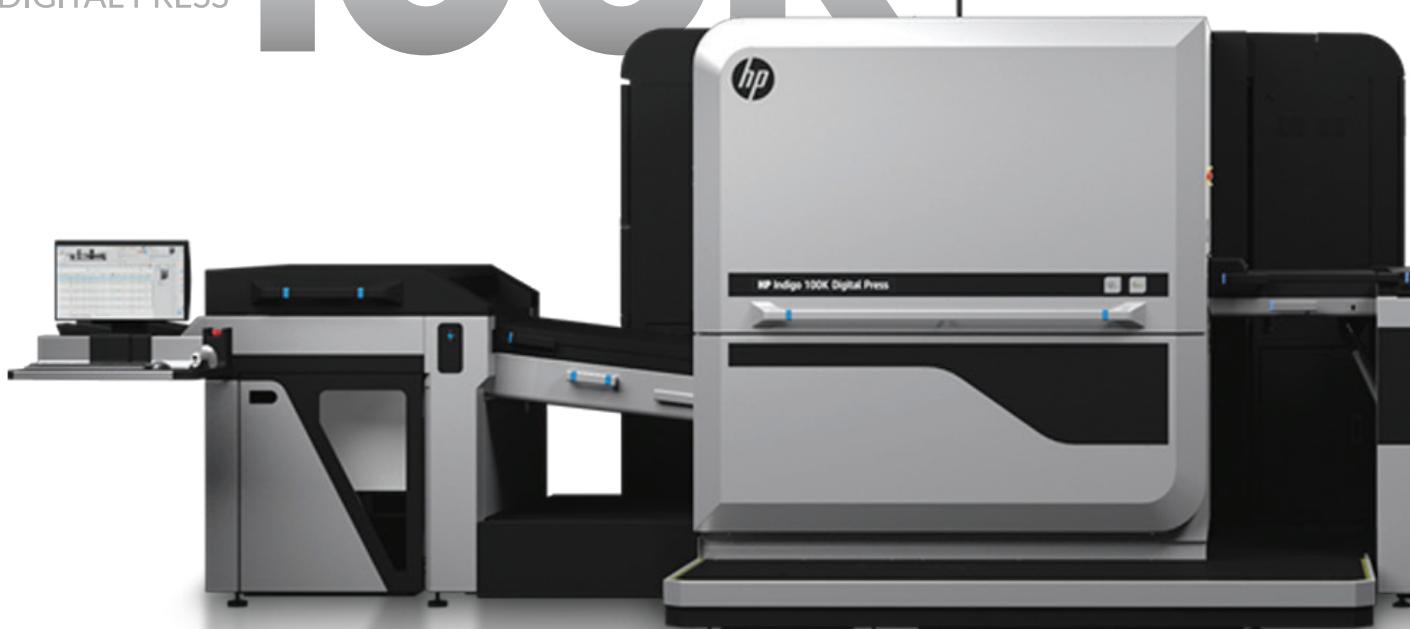
# Real partnership. Real transformation. Real endurance.

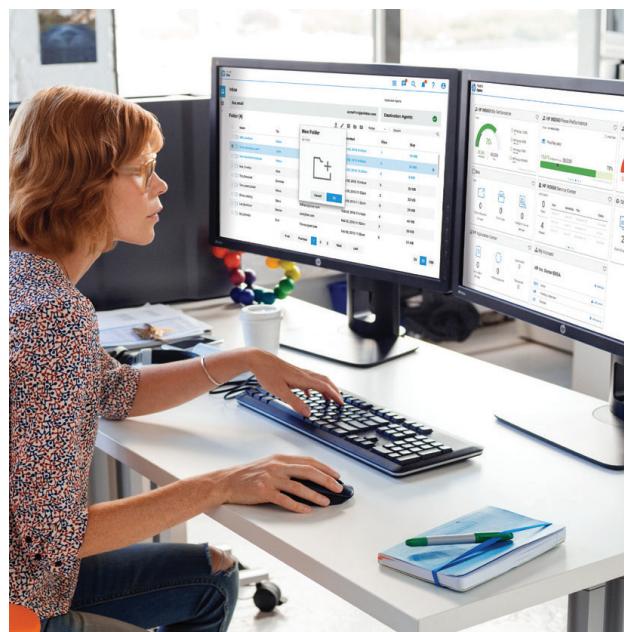
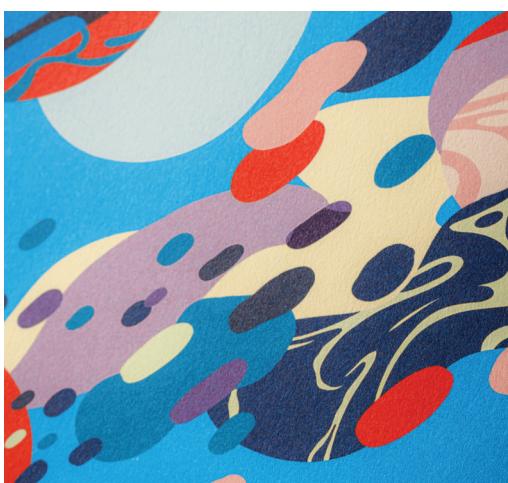
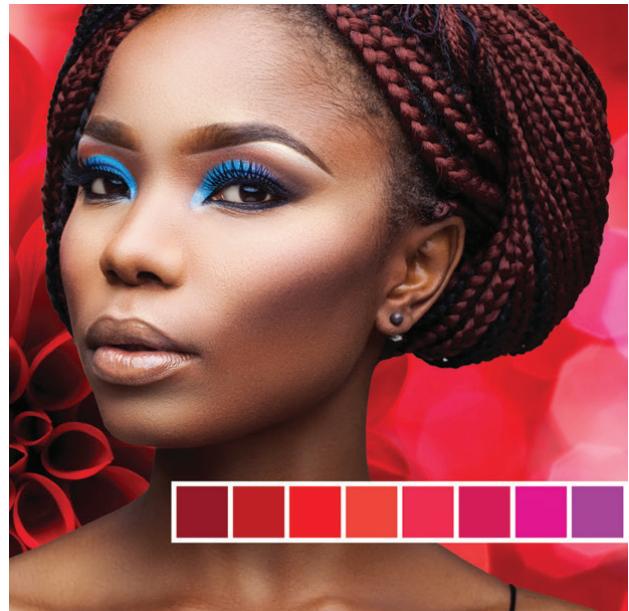
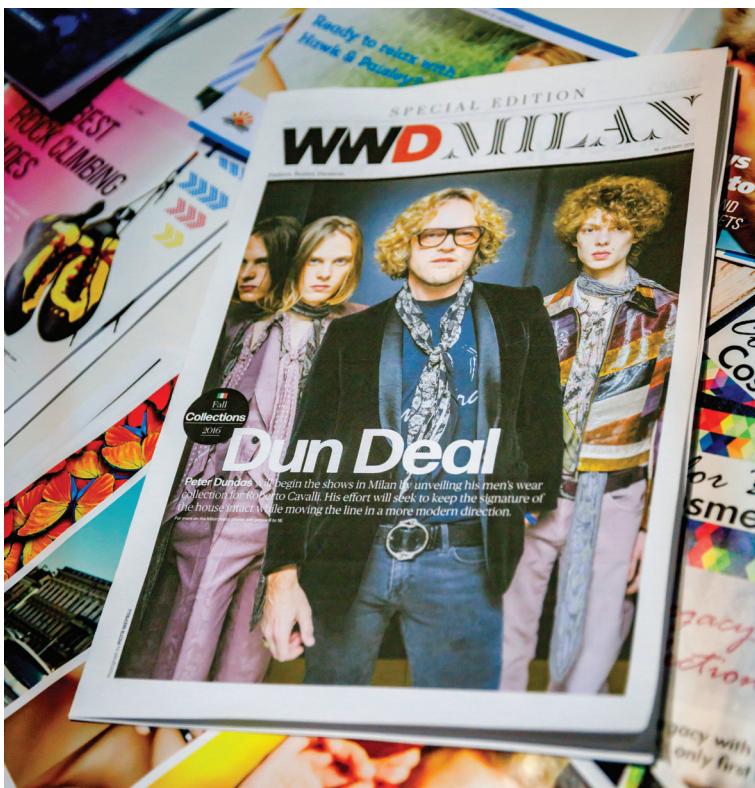
In a fast-changing market and a world economy that's full of surprises, the process to digital transformation in the commercial printing industry shouldn't prevent business owners from discovering the future-proof benefits of adopting a digital press.

Join a team of proven experts that can guide you through the process and help you achieve the growth that HP Indigo customers are already experiencing. [Learn more.](#)

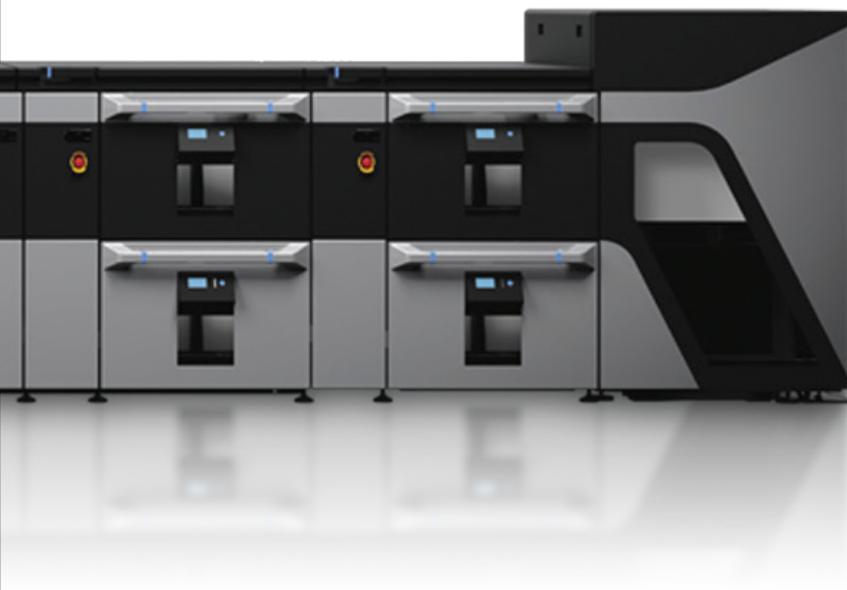
HP INDIGO  
DIGITAL PRESS

# 100K |





When you join  
HP Indigo,  
you don't  
just gain one  
new partner.  
You gain  
thousands.





Learn more at  
[hp.com/go/indigo](http://hp.com/go/indigo)

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