



HP Indigo Labels & Packaging

Customer Sample Collection



4AA4-5253EEW

Keep Reinventing with HP Indigo

With HP Indigo digital printing, any job is within reach. This Labels and Packaging Customer Sample Collection is a wider-than-ever demonstration of the unique printing capabilities of HP Indigo digital presses. HP Indigo digital press offering opens a world of opportunities to stay a step ahead today's competitive labels and packaging market. Here's the why and how on how to succeed with HP Indigo digital printing.

Superior color and print quality

HP Indigo's superior liquid Electrolnk technology matches gravure printing, with high resolution printing and perfect registration using One Shot Color technology. Use up to 7 ink stations and reach a color gamut up to 97% of PANTONE® colors.

The choice of leading brands

Leading brands such as Coca-Cola, Budweiser, Nestle, P&G, and Oreo are using HP Indigo for just-in-time and powerful marketing campaigns that boost sales and brand loyalty. Brands rely on HP Indigo's advanced color capabilities and sophisticated color matching tools to hit brand colors with extreme consistency from the first print to the last.

End-to-end production efficiency

Automated streamlining of jobs from file submission to finishing for quick turnaround, and more jobs done day after day.

Wide range of applications

The widest media gamut of any digital press means labels, shrink sleeves, flexible packaging, and folding cartons can all be produced on a single solution.

Sustainability

Improve environmental scorecards compared to conventional processes. Our solutions enable "Just in Time" production with no make-ready.

Capture new business opportunities

Meet growing demand for products with variable data including graphics, photos, text, barcodes, and security features, and offer differentiation to your customers.

