

# HP Bonding Agent

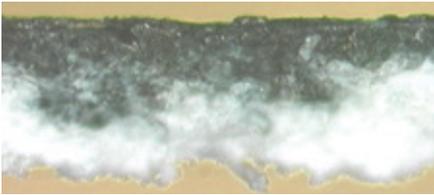
Your competitive advantage for great print quality



Make color pop and text stand out on your standard uncoated offset media with exceptional, consistent results.

Printed communication is meant to inform, intrigue and delight. The best communication does that with excellent content and excellent print working in unison to meet the needs of the content developer. HP PageWide Web Press printing is an excellent solution, but not all inkjet solutions provide the same level of quality. HP Bonding Agent, used with HP PageWide Web Presses, helps ensure great quality on standard uncoated offset media, producing that great look and feel demanded by designers, brand owners and print buyers.

HP Bonding Agent is a colorless liquid that is printed before black and color inks only where the paper will receive ink. You see the intended color because it immobilizes the ink pigments near the paper surface to control the spread and penetration of the ink. Bonding Agent also improves color saturation and black optical density, while limiting feathering and show-through. Now you can use less-expensive, standard uncoated offset paper, often with reduced density color profiles, to optimize ink costs for your jobs. Ask your HP representative to show you how!



**Printing without bonding agent**  
Not all pigments stay near the surface.



**Printing with HP Bonding Agent**  
Colorants react with HP Bonding Agent to stay near the surface and bind with the media.

### Get the print quality you want...

The truth is that paper likes to absorb ink, which can alter the vibrancy of color graphics and images as well as the crispness of the text. HP engineers discovered that when HP Bonding Agent is applied under the text and graphics, colors stay vibrant and text remains crisp at even small type sizes. The magic is in the way HP Bonding Agent prepares the paper substrate to accept the ink. By keeping the ink on the surface of the paper, the dot gain (spreading) and seepage of the ink droplets are limited, bringing a richer quality to the print.

### On the paper you want...

The best thing about HP Bonding Agent is that it allows you to use the paper you know, unlocking economic opportunity. No matter what kind of stock you use, including a wide range of uncoated offset stocks, lightweight or newspaper stocks, HP Bonding Agent allows you to print reliably with no show through. You won't have to wait for delivery of specialty stocks, and uncoated stocks your customers specify will be able to produce the results they demand. And, because the bonding agent is printed inline during production, there is no additional time needed for stock preparation. You and your customers will appreciate the convenience and options.

### And use less ink

A hidden advantage of using HP Bonding Agent is the ability to use reduced density color profiles, reducing the overall amount of ink required to get the pop and optical density your customers demand. In fact, some jobs will benefit from trying different ratios of ink to bonding agent to find the print quality / ink cost that is right for your job.

## The more you know...

*Access additional HP resources about using color to your advantage. Ask your HP representative about the following guides:*

### Getting higher value ROI from color

This guide can be customized with your own logo and marketing messages, to help you market your color printing abilities to your customers. It tells the story of how to talk about color and shows examples of how to segment and target in direct mail, transaction, and marketing collateral. Designed for Inkjet, this is a piece that provides the basis for a great conversation about the power of color in many types of customer-facing communication.

### Color solutions guide

This guide provides technical guidance on how to achieve the best results using pre-press tools, paper selection and on-press controls. HP's color solutions span these three areas to produce exceptional, consistent results within a roll, roll-to-roll, job-to-job, and press-to-press.

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