



Print It to Believe It

Experience Day

Barcelona, September 2015 // //

Inside

	Direct Mail and Transpromo	2-3
	General Commercial Printing	4-6
	Labels and Packaging	7-8
	Photo Specialty	9-11
	Publishing	12-16
	Sign and Display	17-27
	Repro Houses	28



Delivering the "WOW!" factor

Unique sample book wins digital converts for Margreff.

/6



Doing more, faster

Vila Etiketten sticks with HP Indigo Presses to drive growth in labels and other markets.

/8



Picture perfect prints

Every day is productive with Orwo's new WS6000p Digital Press.

/10



The jewel in the crown

HP Inkjet Web Presses help King Printing accelerate its business.

/13



Room for growth

Signs & Design finds space for an HP Scitex FB7600 Industrial Press and sees its business grow.

/19



Keeping ahead in Kuwait

FedEx Kinko's expands its services with HP large format printers.

/28

Virginia Becerra

HP

HP Increases Quality and Productivity with New PageWide Web Presses

The new HP PageWide Web Press portfolio, formerly branded HP Inkjet Web Presses, are built using proven HP PageWide Technology which enables new levels of performance across HP graphics, business and consumer printing platforms. Challenging the limitations of conventional high-volume printing, the two new 42-inch inkjet web presses, the HP PageWide Web Press T480 HD and T470 HD, feature HDNA technology and offer enhanced print quality with unparalleled dual-drop-weight architecture, 2,400 nozzles per inch and built-in nozzle redundancy.

"Printing technology must keep pace with the challenging market conditions PSPs face today, including higher job volume, strict color requirements and the need for competitive differentiation," said Mike Salfity, vice president and general manager, Graphics Solutions Business, HP. "HP is committed to offering industry-leading digital solutions across its PageWide Web Press and Indigo portfolios that help PSPs meet their clients' toughest demands and stay ahead of the competition."

HDNA production inkjet printhead technology, a Graph Expo 15 MUST SEE 'EMS Award winner, is designed to provide enhanced print quality and performance to meet a growing range of high-value applications. The new HP PageWide Web Press T480 HD and T470 HD solutions open compelling new publishing, direct mail and general commercial printing application opportunities, including color trade publications, medical journals, posters and banners up to 108 inches long, as well as high-end retail brochures and catalogs.

These high-capacity inkjet presses feature a quality mode that enables dual drop weight per color for sharp text, fine lines, accurate skin tones, smooth gray and color transitions, as well as enhanced highlight and shadow details at print speeds up to 400 feet per minute (fpm). Additionally, new performance modes offer speeds up to 800 fpm(1) and 600 fpm(2) using single drop weights.

Current customers can upgrade to the new technology to take advantage of the enhanced quality and productivity enabled by HDNA. HP Financial Services helps customers simplify their investments in inkjet innovation with flexible IT investment solutions for all HP PageWide Web Presses. Customers can now lock in pricing for up to 84 months(3), securing financial predictability that aligns with business needs.

"To address growing variable data-driven print volumes, increased demand for faster turnarounds and a desire to expand application options, our company needed to invest in high performing production inkjet technology with superb image quality that could keep up with our growth trajectory, the HP PageWide Web Press T480 HD will provide us enhanced quality and productivity, helping us deliver innovative new direct mail, commercial and publishing applications for customers."

Giorgio Albertini
General Manager,
Rotomail Italia SpA.