



# HP Indigo GEM

## HP Indigo print and digital embellishments in one pass



### Key benefits

- Fully digital printing and embellishment in one pass
- Simplifies production and saves time and money for highly decorated labels jobs
- Offers digital, variable foil, spot, tactile, cast & cure, and special effects.
- Designed for maximum efficiency and optimized production management
- Fits pressure sensitive labels applications requirements, matching brands standards for various end markets
- Leverages HP SmartStream Mosaic variable design technology, making every copy different with no effort

### Fully digital, one pass printing and embellishment

After two decades leading digital printing, HP Indigo is changing the rules of labels printing again, with its next breakthrough – HP Indigo GEM, a one pass digital printing and embellishment solution, simplifying label embellishment processes and bringing to it the full advantages of digital print.

HP Indigo GEM adds digital embellishments to the printing pass, enabling a fully digital, tooling-free, and streamlined production line with a single point of control. It enables an efficient print process for any label type, and allows the application of digital variable foil, tactile (silk screen-like), spot varnish, mini textures, cast & cure digital holograms, and more.

### Adapt to today's market

Analog embellishment processes are complex and unfavorable in today's environment, in which converters face market demand for shorter print runs, growing stock keeping unit (SKU) diversity, and faster turnaround times to meet supply chain pressures. The increase of digitally printed jobs calls for a more efficient solution.

HP Indigo GEM will significantly enhance operational efficiency and provide breakthrough simplicity for those who already produce embellishments, and open new revenue streams for those who have been hesitant about entering this market until now.

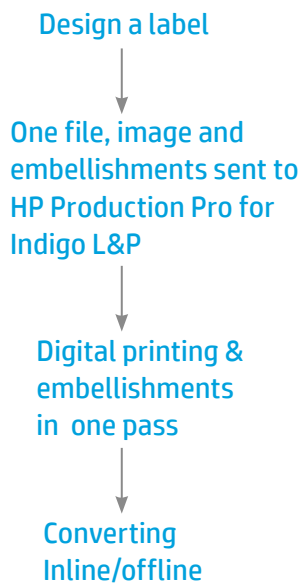
### The power of one

HP Indigo GEM enables the production of embellished labels with one production line, one pass, one file, one pre-press, one process and one operator. This maximizes operational efficiency, offers an advanced user experience, and removes pain points in workflow, pre-press and production, while saving time and money:

- Eliminate the need for tooling and make-ready time and waste.
- Run and manage one file for both printing and embellishments separations
- Avoid having to mount, adjust, clean and store plates for each embellishment
- Reduce the number of operators required
- Remove production slowdowns by embellishing at the speed of the press (up to 131.23 ft/minute on the HP Indigo 6900 and HP Indigo WS6800 digital presses in EPM)



## Simple, efficient workflow



## Open new business opportunities

The HP Indigo GEM can produce a wide variety of embellished applications, combined with personalization, variable data, and the ability to do short runs, and open new opportunities that add value to pressure sensitive labels.

HP Indigo GEM enables converters to ignite the imagination of brands by offering designs of embellished labels that will increase the value of their product, such as foiled, serialized wine collections. Brands will also be able to leverage the capabilities of HP SmartStream Mosaic to make every label unique, creating an infinite number of designs, without impacting productivity, for irresistible shelf-appeal. HP Indigo GEM allows brands to select designs, proof, and make adjustments on the spot.

## Fit to meet the highest standards

To meet the label market's demanding standards for label functionality, HP Indigo GEM is being developed to match the physical performance required by leading brands in various end markets.

Enjoy the best of two worlds: the label is printed with HP Indigo LEP technology's renowned quality and colors, and the embellishments are printed using a special UV inkjet functional material, GEM Clear, that is best suited for embellishment applications due to its ability to fit variable heights, its solid performance, and its durability and robustness.

To achieve the highest level of quality and outstanding performance, we developed GEM Clear and GEM Coat. HP Indigo GEM Clear is a UV inkjet formulation, that runs through the embellishment print engine to act either as an embellishment on its own, or as an adhesive to other embellishments (foils and films). It was developed to be cohesive with GEM Coat, a primer available in both matte and glossy, which protects the printed image and ensures optimal adherence.

## Streamline production

HP Indigo GEM is driven by the new HP Production Pro for Labels & Packaging, a new DFE that enables converters to increase profitability, scalability and simplicity in the production of any job, regardless of graphics complexity, application or run-length. This new DFE enables seamless printing of both image and embellishment separations from a single interface, and allows access to HP Indigo's workflow ecosystem, including HP SmartStream Mosaic.

## Technical specifications

Printing and embellishing speed	Up to 98.42 ft/min in 4-colour mode Up to 131.23 ft/min in Enhanced Productivity Mode Up to 196.85 ft/min in 1- or 2-colour mode
Substrate thickness*	0.26 to 1.28 pt
Substrate type	Pressure-sensitive label stock
Web width	Max. width: 13.38 in / Min. width: 7.87 in
Compatibility	HP Indigo 6900 and HP Indigo W56800 digital presses
Server	HP Production Pro for Indigo Labels & Packaging
HP Indigo GEM dimensions	Length: 122 in, Depth: 75 in, Height: 82.6 in
HP Indigo GEM weight	9600 lbs
Supplies	HP Indigo GEM Clear HP Indigo GEM Coat
Tactile thickness	Up to 0.07 pt per printing bar in 4-colour mode Up to 0.1 pt per printing bar in 49.21 ft/min
Configuration:	
Advanced configuration	Two printing bars, foil station
Options :	
Advanced option	Cast & Cure station for digital holograms

\*Media characteristics vary. HP cannot guarantee performance of media not listed in the Media Locator and recommends testing prior to use.

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

