



Wissotzky Tea optimizes supply chain

Using digital printing to streamline efficiency



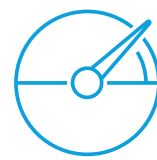
Challenge

Wissotzky needed to print multiple SKUs in different volumes—40 different graphic designs totaling 10,000 boxes.



Solution

After seeing the quality and capabilities of the HP Indigo 30000, Wissotzky decided to move the production from offset to HP Indigo digital printing.



Results

HP Indigo digital printing allowed Wissotzky the flexibility of printing according to market demand, while maintaining brand color accuracy and consistency over time.



Visit hp.com/go/indigo for more information.