

HP Indigo Digital Offset Web Fed Presses

Contributed by

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The most productive, cost effective digital solution for self-adhesive labels and packaging

Roughly 65% of current label print runs fall into the short to mid quantity range. Furthermore, the market for shrink sleeves is growing at a healthy, projected rate of 7% per year, and flexible packages currently own an estimated 17% share of the packaging market.

With the HP Indigo press ws4500, HP enables you to take advantage of these and other growing applications and profitable trends in industrial printing.

Competitive Edge

- Produce self-adhesive labels, shrink sleeves, and flexible packaging in profitable short to medium runs.
- Eliminate time-consuming pre-press – no films, plates or chemistry – and turn jobs around in hours.
- Print with up to 7 colours, including spot colours, and white. Mix your own colours using the HP IndiChrome Ink Mixing System.
- HP Indigo's On-press Fast Ink Replacement (OFIR) system enables ink-changing while printing – saving valuable production time. It also lets you implement 97% of the PANTONE colour range without compromising production.
- A broad substrate selection includes self-adhesive papers, plain and embossed papers, synthetic materials, including PE, PET, OPP, Teslin, Vinyl, PVC, specialised substrates, such as metallised and “no label look” media, and thin substrates (12 microns and above) – as well as PS/OPS (Polyolefin).
- A streamlined workflow, using normal design formats, reduces pre-press to less than half an hour for setup and RIP.
- HP Indigo supplies a range of Esko-Graphics DFE solutions directly to the label and packaging industry. The Esko DFE is tailored to reduce prepress time for conventional and digital printing to an absolute minimum. Thanks to Esko's DFE, decisions to print conventional or digital can be postponed to the very last minute.
- Variable data printing enables regional variations, barcodes, numbers, names, text and images.
- Imprint special security features with ease.
- Enhanced duplex printing and over printing simplify the printing of hidden information and decorations.

- Meet GMP/GAMP and FDA/EMEA regulations for medical and pharmaceutical labels.

Finishing Solutions

AB Graphic's modular, in-line or off-line Omega Digicon Series 2 system converts HP Indigo printed web into finished labels in one pass. [Click Here](#) for more details.

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The productive, high-speed digital solution for medium run label and packaging printing, with print quality surpassing that of conventional printing.

Cost effective production of medium run lengths. The HP Indigo WS6000 Digital Press enables label and packaging printers to transfer jobs up to 4,000 linear metres from conventional printing to digital – at lower cost – while achieving superior quality, productivity and profitability.

Fast throughputs. The press operates at 30 metres per minute for 4-colour jobs, and produces up to 90,000 square metres or 300,000 linear metres per month (one shift). The press supports repeat lengths of 317 x 980 mm – efficiently using each frame of the substrate and reducing media waste.

Maximum ease-of-use and uptime. The HP Indigo WS6000 Digital Press enables minimum operator intervention and efficient set-up time. Other features that enhance simplicity and press uptime include:

- The HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork, a highly efficient workflow and RIP station designed specifically for the HP Indigo WS6000 Digital Press.

- Large-volume ink canisters allow the press to run uninterrupted for long periods. On-the-fly ink replacement lets the press run with zero downtime.

Top-shelf colour quality. The exclusive HP ElectroInkliquid ink delivers colour quality that surpasses conventional printing. It gives you the choice of using mixed spot inks and 4-, 6- or 7-colour simulations. The extensive colour gamut lets you address the most demanding brand and colour requirements for labels and packaging.

The HP Indigo Labels and Packaging Color Kit, Powered by EskoArtwork. Assures excellent colour matching for digital proofing and printing which quickly defines colour gamut conversion according to the colours on the press. For customers who also own the HP Indigo press ws4500, the Color Kit supports a unified colour database that enables easy migration of jobs from press to press. Assures excellent colour matching for digital proofing and printing which quickly defines colour gamut conversion according to the colours on the press. For customers who also own the HP Indigo press ws4500, the Color Kit supports a unified colour database that enables easy migration of jobs from press to press.

Expand your portfolio and your profitability. Supporting substrates from 12 to 450 microns (0.47 – 17.7 mils) in

thickness, the press can easily produce labels, flexible packaging, shrink sleeves and folding cartons. With the power of variable data printing, the press enables product personalisation and security applications, such as serialised product numbering, individualised tickets and game pieces, as well as track and trace and asset protection.

Finishing Solutions

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The most productive, cost effective, offset quality digital color production solution for commercial print, direct mail, transpromo, on-demand publishing and photo specialty applications.

The HP Indigo w3250 combines the unbeatable quality of offset printing with the astounding flexibility of digital printing. It also features inline finishing that completes jobs quickly and easily in a single pass, with a single operator.

The HP Indigo press w3250 is tailor-made for a wide range of high-volume 4/4, 2/2 and 1- color jobs:

- Personalised, direct mail letters and postcards requiring variable data printing
- High quality transactional/transpromotional requiring variable data printing
- Books, booklets, educational and training materials and yearbooks
- Photo-related services, such as calendars, cards and photo albums
- Versioned user manuals, such as car owner manuals and handbooks in multiple languages

A Robust Performer

High press speeds. Two press engines deliver 4,000 duplex (8,000 numerical) A4 4-color images per hour, in roll-to-roll or roll-to-sheet. You can also print 8,000 duplex (16,000 numerical) 1-color or 2-color pages per hour at substantially lower costs, all at offset quality.

Widest range of substrates. Supports the lightest weight media required for books and manuals – 60gsm – as well as heavier substrates required for postcards – 250gsm.

Inline priming. HP's breakthrough inline priming technology lets you print digitally on any off-the shelf offset paper required by the publisher or the customer – reducing your substrate costs and opening the door to new applications.

7-color printing. Print in full process colour, as well as upto three spot-colour jobs in a single pass.

Inline finishing. Complete the entire process quickly and easily in a single pass.

Offset digital quality and expanded colour gamut. High quality digital offset colour is a hallmark of HP Indigo presses. Liquid HP ElectroInk has differentiated the print quality of HP Indigo presses since it was first introduced.

HP Production Flow: a powerful front end and RIP. Using HP Production Flow, the HP Indigo press w3250 streamlines and simplifies the operation from prepress to mailbox.

The finest in finishing solutions. The HP Indigo press w3250 works seamlessly with high quality finishing solutions from Hunkeler and EMT, allowing you to complete the product in one pass and remove manual labour intensive finishing steps.

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