



# Commercial Sheetfed Presses

Indigo's commercial sheetfed press portfolio offers a cost-effective solution with a high duty cycle for every budget and printing volume. In the digital printing world, only HP Indigo can print true offset quality and true spot colours — capabilities shared by all its presses.

This print quality is achieved by a technological process that emulates offset using HP Indigo's unique liquid HP ElectroInk. HP Indigo presses have process colours with a colour gamut virtually identical to offset, and also maintain high colour consistency. They are capable of 4-, 6- or 7-colour on-press emulations or utilising off-press mixed colours to meet customers' corporate branding requirements, in addition to optional photo inks for photography applications. The presses print on a vast range of certified substrates, including coated, uncoated, specialty media, thick substrates, and recycled, offering print service providers (PSPs) the flexibility to deliver customers a broad range of applications.

The unique features of HP Indigo's commercial sheetfed presses empower print service providers (PSPs) to take advantage of profitable market opportunities with maximum versatility for on-demand printing from short to long runs.

**Printing on HP Indigo's commercial presses is environmentally responsible.** With HP Indigo's commercial presses PSPs can print only what is needed, when it is needed and where it is needed. Built to last and designed for minimum environmental impact, HP Indigo's commercial sheetfed presses maximise oil recycling and progressively reduce energy consumption. Digital printing enables variable data printing for personalisation that boosts the impact of the printed item while while printing less.

## HP Indigo 7500 Digital Press

The new HP Indigo 7500 Digital Press is the ultimate high-quality digital printing powerhouse, optimised for high-volume production and low operator intervention. Ideal for PSPs printing more than one million colour pages per month, or with frequent high-volume peak production bursts, the HP Indigo 7500 Digital Press offers the most advanced quality features, with enhanced best-in-class colour consistency and uniformity within the job, between jobs and among presses.

Breakthrough intelligent automation — both in the press and in finishing connectivity — facilitates the delivery of superior prints and greater profits. Using the new Vision System for hands free automation of key diagnostics and calibrations, operator error is kept to a minimum, maximising uptime and the number of sellable pages produced in a shift.

The press requires an off-press print server (Digital Front End), with a choice of solutions to meet the production and workflow needs of every customer. The enhanced oil recycling system eliminates the need to add imaging oil to the press under normal operating conditions.



### Key Technical Specifications

HP Indigo 7500 Digital Press		
	Maximum monthly duty cycle (A4 4/0, A4 1/0)	3.5 million A4 4-colour 6.5 million A4 monochrome
	Speed	120 A4 ppm 4-colour 240 A4 ppm monochrome
	Maximum image size	317 x 464 mm
	Maximum paper size	330 x 483 mm
	Maximum media weight	Coated: 350 gsm; Uncoated: 350 gsm; Option: Thick substrates up to 400 gsm/460 microns
	Number of ink stations	Up to 7
	Available inks	Process colours; HP IndiChrome on-press (+OV/OVG); HP IndiChrome off-press mixing for spot colours; light cyan, light magenta, white



## HP Indigo press 5500

The HP Indigo press 5500 is the mainstream production solution for PSPs with expected volumes of up to one million colour pages per month. With the capability to run monochrome jobs (process or spot) at four-times the colour speed, it is truly a universal press.

Additional feeders and stackers can be added to the press for greater production flexibility, reducing operator intervention and increasing productive time. With the optional thick substrate kit and HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork, the HP Indigo press 5500 can address the needs of carton converters. The press has an onboard print server, but as job volume and complexity grow, it is possible to upgrade to a scalable off-press Digital Front End.



### HP Indigo press 5500

2 million + A4 4-colour  
5 million + A4 monochrome

68 A4 ppm 4-colour  
272 A4 ppm mono

317 x 450 mm

330 x 483 mm

Coated: 350 gsm; Uncoated: 320 gsm; Option: Thick substrates up to 400 gsm/460 microns

Up to 7

Process colours; HP IndiChrome on-press (+OV/OVG); HP IndiChrome off-press mixing for spot colours; light cyan, light magenta, white, Digital Matte



## HP Indigo 3550 Digital Press

The new HP Indigo 3550 Digital Press, is an entry level digital press that doesn't compromise on print quality. Offering HP Indigo's exceptional quality and versatility at a low initial investment, it is the ideal solution for launching digital production for expected volumes of up to 300,000 pages per month. This highly reliable press, especially designed for simple operation and maintenance, is supplied with 4-colour printing. Supplied with 4-colour printing, the HP Indigo 3550 Digital Press can be equipped with a fifth colour station enabling it to deliver spot colours to meet even the strictest customer branding requirements.



### HP Indigo 3550 Digital Press

1 million + 4-colour  
2.5 million + A4 monochrome

68 A4 ppm 4-colour  
136 A4 ppm monochrome

308 x 450 mm

330 x 483 mm

Coated: 350 gsm;  
Uncoated: 320 gsm;

Up to 5

Process colours; HP IndiChrome off-press mixing for spot colours

## Commercial Webfed presses

HP has an extensive portfolio of best-in-class webfed presses, delivering cost-effective solutions to PSPs for a full range of applications calling for high-volume, high-speed continuous feeds—from on-demand photo quality books to publications, transactional printing, and mass circulation broadsheet newspaper runs.

The HP inkjet series has the capacity to cost-effectively deliver high-volume and extra long runs at uncompromising transactional colour quality on unlimited uncoated and selected coated substrates. Prime applications for the inkjet series are long run direct mail, transactional statements, trade books, and newspapers.

For mission critical offset and photo quality applications, the HP Indigo webfed range is the choice for large-volume production. Using HP ElectroInk in a wide colour gamut on unlimited coated and uncoated substrates, the HP Indigo webfed presses deliver full commercial offset quality for shorter-run applications such as direct mail and TransPromo, books, magazines, and photo specialty products.



### HP T200 Color Inkjet Web Press\*

The HP T200 Color Inkjet Web Press is a versatile, full-colour, high-productivity web press that is being designed for mid-sized PSPs with anticipated volumes of more than 15 million colour pages a month, offering an economical, low-risk solution for book publishing, direct mail, transactional printing, or newspapers.

Built for jobs formerly sent to mono electrophotographic machines and colour offset presses, the HP T200 Color Inkjet Web Press is a reliable, compact press that delivers fast colour and exceptional monochrome productivity. With an innovative paper path that winds back on itself, this web press integrates into existing production environments including two-up workflow, off-line, near-line, or dedicated inline finishing equipment.








### HP T300 Color Inkjet Web Press

The T300 Color Inkjet Web Press, targeting PSPs with anticipated volumes of more than 25 million pages a month, fuels high productivity at breakthrough cost, streamlining business operations, lowering production costs, and boosting revenue opportunities on a range of applications, including book publishing, transactional printing, and newspapers.

Through its unprecedented combination of print width, productivity, colour quality and economics, the HP T300 Color Inkjet Web Press creates new revenue opportunities. HP T300 Color Inkjet Web Press prints on a wide range of media types and weights, including offset stock, newsprint, and treated and inkjet-optimised coated papers. The HP T300 Color Inkjet Web Press is scalable in web width, for production of a wide range of flexible imposition options, such as 12- and 16-page book signatures, full-broadsheet newspaper formats, and multiple-up documents.



## Key Technical Specifications

	HP T200 Color Inkjet Web Press	HP T300 Color Inkjet Web Press
 <b>Maximum monthly duty cycle (A4 4/0, A4 1/0)</b>	25 million A4 4-colour 50 million A4 monochrome	70 million A4 4-colour
 <b>Speed</b>	Duplex speeds up to 61 m/minute in colour Up to 122m/minute in monochrome 52,300 A4 color 104.7K A4 mono pages per hour	122 m per minute 157,000 A4 pages per hour
 <b>Maximum image size</b>	Need info	739 mm
 <b>Maximum paper size</b>	520.7 mm	762 mm
 <b>Maximum media weight</b>	250 gsm	Coated: 350 gsm; Uncoated: 320 gsm; Option: Thick substrates up to 400 gsm/460 microns
 <b>Ink stations</b>	4 (CMYK) As T300	4 (CMYK)
 <b>Available inks</b>		

\* Available mid-2011





### HP Indigo W7200 Digital Press

The HP Indigo W7200 Digital Press is the webfed offset quality digital solution for high-speed, large volume, highly variable runs—a powerful combination only available from HP Indigo. With its robust productivity and support for a long print format of up to 317 x 908 mm, the dual-engine press enables PSPs to address a wider range of long-run jobs in the expanding markets of TransPromo and direct mail, print-on-demand books, manuals, journals, and magazines.

Media costs are kept low by the Inline Priming Unit (ILP) that enables the use of a broad range of standard, affordable offset substrates, including commodity coated, uncoated, and recycled papers. For an end-to-end solution the press can be combined with inline finishing that delivers stacked, bind-ready book blocks.



HP Indigo W7200 Digital Press

7.5 million colour A4 4-colour  
30 million A4 monochrome

240 4-colour ppm  
960 monochrome ppm

317 x 980 mm

330 mm

40-350 gsm roll-to-roll  
40-300 gsm roll-to-sheet

Up to 7

Process colours; HP IndiChrome on-press (+OV/OVG);  
HP IndiChrome off-press mixing for spot colours; light cyan, light magenta

### HP Indigo WS6000p Digital Press

The new HP Indigo WS6000p Digital Press brings HP's leading Indigo technology to the photo print market. The roll-to-roll press delivers superior quality photo prints using HP Indigo's exclusive 6-colour printing with light cyan and light magenta inks for photorealistic output when added to the standard CMKY ink set. The solution has an option for inline lamination in gloss, luster or matte for professional photo output and for cut sheet delivery.

The press enables print providers to increase their competitive advantage in the photo specialty market by leveraging its superior printing and capability to deliver new and captivating applications. Supporting an image format of up to 317 x 980 mm, the press is able to address applications with larger image sizes, including photo prints, portrait prints, layflat books, book covers, and cards.



HP Indigo WS6000p Digital Press

3.7 million A4 4-colour pages

136 4-colour ppm

317 x 980 mm

330 mm

40-350 gsm roll-to-roll  
40-300 gsm roll-to-sheet

7

Process colours; HP IndiChrome on-press (+OV/OVG);  
HP IndiChrome off-press mixing for spot colours; light cyan, light magenta

## Labels and Packaging

HP Indigo's labels and packaging presses lead the market, outselling almost all narrow-web flexo vendors as well as all other digital vendors. They deliver the highest print quality, outperforming flexo and satisfying the requirements of the most demanding brands. With 4-colour process, extended 6- and 7-colour process printing, and the option to use spot colours mixed off-press, HP Indigo offers a very wide colour gamut and high colour accuracy. Furthermore, white ink permits use of clear, metallised and coloured substrates, enabling the entire portfolio to address a very broad range of labels and shrink sleeves. The printing process ensures high colour stability, enabling difficult tints, vignettes and high quality images to be printed effortlessly.

All labels and packaging presses use a Digital Front End designed especially by EskoArtwork, for HP Indigo labels and packaging production. Optional tools deliver sophisticated colour and VDP capabilities. Increasingly, customers are discovering the value of variable data printing (VDP) for personalisation, security applications, single product numbering and other evolving, high-value applications. HP Indigo partners with vendors offering high quality, semi-rotary finishing equipment for label converting.

While capable of ultra-short runs, this press delivers the highest performance when used for short and medium runs greater than 1000 linear metres, allowing customers to really enjoy its high printing speed. The press includes support for connection to inline finishing, for fully-automated production. HP's SmartPlanner for Labels tool indicates a typical crossover point of up to 4000 metres against flexo, although customers have been known to run much longer jobs on the press. Up to 80% of label jobs are likely to have lower cost on the HP Indigo WS6000 than on conventional equipment.

Optimisations in the press for flexible packaging production include special material handling for thin films and an add-on dryer unit to remove residues from the printing process, improving adhesion in the lamination stage and ensuring the ability of the press to comply with regulations for food packaging. A range of approvals are available for both HP Indigo inks and consumables, and for specific uses and constructions.

## HP Indigo press ws4500

The HP Indigo press ws4500 is designed for production of short-run labels, typically up to around 2000 linear metres. The press provides an optimal solution, with outstanding economics, for ultra-short runs below 500 linear meters where production is faster and cheaper than conventional, with a significant reduction in waste. Featuring HP Indigo's high print quality, jobs typically deliver results better than conventional printing with significantly less effort.










It allows for highly targeted labelling and packaging including versioned products, event marketing, private labels, regional and seasonal packaging, as well as test markets. The HP Indigo press ws4500 integrates easily within existing environments, complementing conventional printing and expanding service options.

## HP Indigo WS6000 Digital Press

The HP Indigo WS6000 Digital Press is a high-speed digital roll-fed press designed entirely for labels, as well as flexible packaging and folding cartons. Supporting a wide substrate range from 12 microns to 450 microns, its flexibility opens a broad range of business opportunities. Customers would typically need to run at least 300,000 linear metres per month to reap economic benefit from the investment.



### Key Technical Specifications

	HP Indigo WS6000 Digital Press	HP Indigo press ws4500
 <b>Maximum monthly duty cycle</b>	3 million impressions	1 million- 1.5 million impressions
 <b>Maximum run length</b>	120,000 labels or 4000 m	50,000 labels or 2000m
 <b>Speed</b>	30 m per minute 4-colour 60 m per minute 1-2 colour	15 m per minute 4 colour 30 m per minute 1-2 colour
 <b>Maximum image width</b>	317 x 980 mm	308 x 450 mm
 <b>Web width</b>	200 mm to 340 mm	200 mm to 330 mm
 <b>Media weight</b>	12-450 microns	12-350 microns
 <b>Number of ink stations</b>	Up to 7	Up to 7
 <b>Special inks</b>	White	White
 <b>Available inks</b>	Process colours; IndiChrome off-press spot colours	Process colours; IndiChrome off-press spot colours

## HP SmartStream

HP SmartStream is a graphic arts portfolio of components that provides end-to-end workflow management — from job creation to fulfilment — to drive more pages to press efficiently. When combined with best-in-class HP partner solutions, the result is greater flexibility and positioning to grow profits with higher value products and by capturing more pages.

## HP SmartStream offers a selection of workflow components to best suit your business needs:

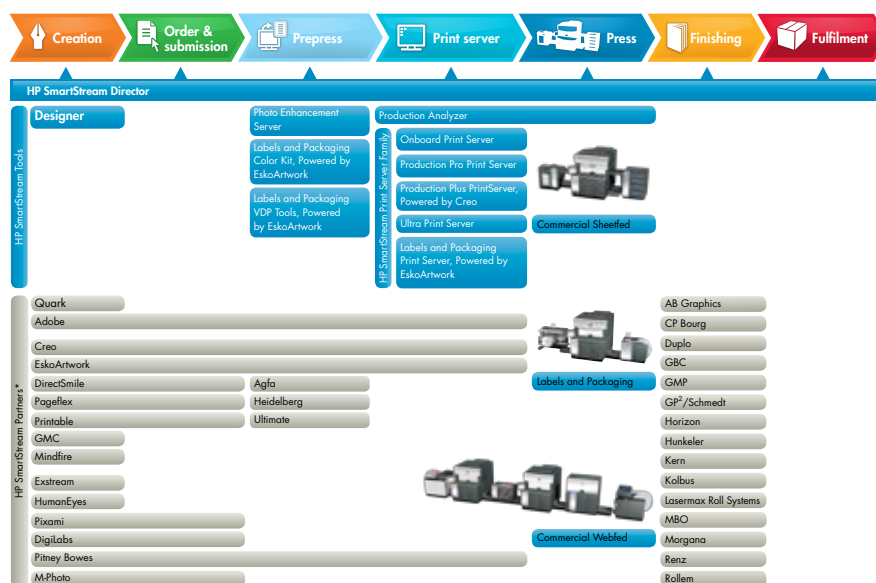
- **HP SmartStream Production Pro Print Server** is a high-performance RIP and press controller for processing large print volumes. The print server has the ability to support multiple Indigo presses and is favoured by photo, publications, labels and packaging and large-volume commercial printers.
- **HP SmartStream Production Plus, Print Server Powered by Creo**, is especially suited for the general commercial printer who offers a wide range of high-quality applications and uses a Prinergy workflow.
- **HP SmartStream Onboard Print Server** is an entry level on-press RIP built-in to the HP Indigo Digital press 5500 and HP Indigo 3550 Digital Press.
- **HP SmartStream Labels and Packaging, Powered by EskoArtwork**, offers an advanced print server and colour and VDP tool kit especially for labels and packaging converters.
- **HP SmartStream Designer** is an easy-to-use application for creating and producing innovative personalised, ready-to-print variable data printing (VDP) campaigns. This product helps impose the digital print job and set the VDP from within Adobe InDesign or QuarkXPress.

## Compare print servers by HP Indigo press

HP Indigo Digital Press	Pro	Plus	Ultra Onboard	L&P
<b>Sheetfed presses</b>				
HP Indigo 7500 Digital Press	✓	✓		
HP Indigo 7000 Digital Press	✓	✓		
HP Indigo press 5500	✓	✓	✓	
HP Indigo 3550 Digital Press	✓		✓	
<b>Webfed presses</b>				
HP Indigo W7200 Digital Press	✓			
HP Indigo WS6000p Digital Press	✓			
<b>Labels and packaging</b>				
HP Indigo press ws4500				✓
HP Indigo WS6000 Digital Press				✓

- **HP SmartStream Director** streamlines print production from beginning to end —from the initial point of job creation, to the print buyer making the order and automating the process through prepress and production, to finishing and fulfilment.
- **HP SmartStream Photo Enhancement Server** applies HP proprietary algorithms automatically to enhance and improve photo images for sharper, crisper prints.
- **HP SmartStream Production Analyzer** monitors, tracks and benchmarks production performance, providing information for improving production efficiency.

## HP SmartStream Workflow



\*This diagram only shows worldwide Platinum and Gold Partners.

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