



Progressive Profitable Printing

The **HP Media** *Partnership Program*

HP MEDIA PARTNERSHIP PROGRAM FOR THE HP INKJET WEB PRESS FAMILY

To maximize the system performance of the HP Inkjet Web Press family, HP enables high-quality media options. From papers with ColorPRO Technology that offer visibly enhanced print quality to papers with high-speed coating technology—jointly developed with leading media brands—you can choose from a range of options designed to provide the highest quality results for direct mail, transactional and transpromotional applications and books.⁽¹⁾

The High-speed Coating Technology Partnership Program

High-speed coating technology

Working with industry-leading media providers, HP and our partners jointly develop papers designed to maximize the quality and performance of the HP Inkjet Web Press family and HP pigment inks. Our partners provide the focus and experience of a market leader in the coated paper industry. HP provides the technology innovation and proven performance of digital printing technology.

High-quality, high-speed performance assurance

To deliver the many benefits of digital technology, such as high-speed variable-content printing, the jointly developed high-speed coating technology is formulated for rapid ink absorption and fast dry times. Pigments in HP pigment inks are quickly immobilized at the paper's surface to provide high-quality printing—including clear, sharp text and line quality, rich blacks, and saturated colors—at full press speeds.

Product portfolio

The portfolio of papers using this high-speed coating technology is rapidly expanding to include a variety of high-performance substrates across a range of basis weights (text to cover) with both matte and dull finishes.

Ideal for professional and educational books and direct mail applications, these papers enable a wide range of quality publications from textbooks and workbooks to business, law, medical, technical, and scientific publications, to transactional and transpromotional campaigns.⁽¹⁾

⁽¹⁾ In some cases, solutions based on the HP Inkjet Web Press platform will be available through an HP authorized reseller or systems integrator.

High-speed Coating Technology Partners

HP has entered into a business relationship with a number of paper companies worldwide who produce papers with high-speed coating technology that are compatible with the HP Inkjet Web Press family. These summaries provide profiles and contact information for participants in the high-speed coating technology partnership program.

sappi

About Sappi

Sappi—the world's leading producer of coated fine papers – is recognized for innovation and quality. Graphic designers, brand owners, and printers choose our papers for demanding, creative, high-quality publishing, promotional, and packaging projects. Besides coated papers, our comprehensive worldwide portfolio also includes uncoated and specialty papers and boards.

Innovation

Sappi is pleased to announce the creation of a new line of papers specially designed for the needs of full-color inkjet printing. This range will start deploying as of 2011 and will include high-quality coated papers with a unique offset look and feel.

Sustainability

Sappi's range of uncoated and coated inkjet papers is produced with a low environmental impact and a substantial share of renewable energy. The wood used in the paper's manufacture is sourced from sustainable forestry and responsible sources of which a substantial share is from forests close to the mill's location. Sappi Fine Paper Europe was the first paper manufacturer to achieve both FSC and PEFC chain of custody group cross border certification.

Sappi's range of uncoated and coated inkjet substrates manufactured at Sappi's European mills is made from pulp bleached without the use of chlorine. The producing mills are ISO 9001, ISO 14001 registered but also EMAS registered (Eco Management and Audit Scheme). Sappi publishes an annual sustainability report.

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Appleton Coated provides focused market leadership in premium coated and specialty paper products. Our product portfolio includes a range of commercial printing and book publishing papers marketed under the Utopia® brand as well as specialty and private label products. We are extending our market leadership with the introduction of Utopia® Inkjet providing a coated paper solution to early adopters of high-speed, inkjet web technology. Known for their performance, aesthetics, and environmental attributes, Appleton Coated products are manufactured in a state-of-the-art facility hosting the newest coated paper machine in North America. For more information, please visit our website at www.appletoncoated.com.

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The ColorPRO Partnership Program

Performance assurance

Companies worldwide are integrating ColorPRO Technology into their paper manufacturing processes. ColorPRO Technology represents a quality standard for color excellence in digital printing, based on use of a set of paper enhancement technologies and meeting a strict set of quality specifications, verified by an independent testing agency.

To gain access to ColorPRO Technology, licensees enter into a contractual business relationship with HP. By incorporating ColorPRO papers into their product lines, companies supporting the standard can offer their customers papers that keep pace with advancements in printing technology found in digital printing systems.

Papers that use the ColorPRO logo must meet a concise set of specifications for print quality and color excellence. The Rochester Institute of Technology—Printing Applications Laboratory has been selected as the independent third-party testing agency to ensure and validate compliance with these specifications.

Driving the digital transformation

ColorPRO Technology enables the transformation to digital printing for commercial and industrial printing applications. The ColorPRO Technology partnership program believes that broad endorsement of the ColorPRO program benefits customers, paper companies, and the commercial and industrial printing industry overall.

The ColorPRO standard of performance will be embodied across a wide range of paper types (including wood free, thermomechanical pulp/TMP, and hybrid) and paper grades, made available through select products from ColorPRO Technology licensed partners.

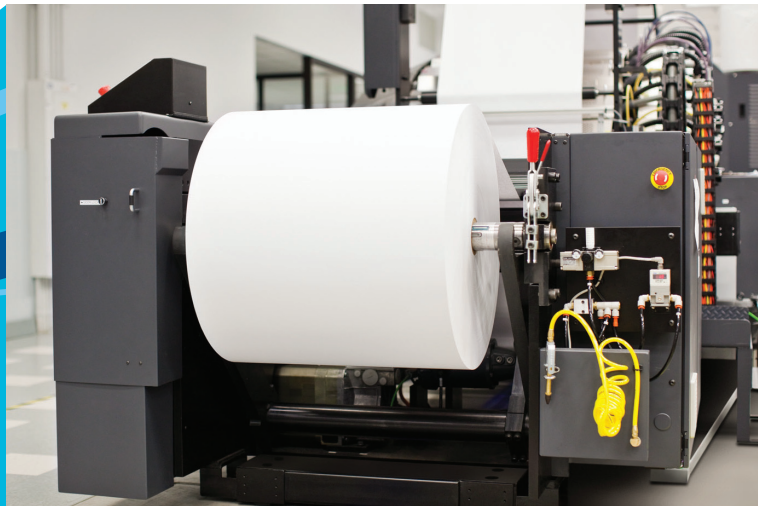
ColorPRO Technology

The benefits of ColorPRO Technology are real and revolutionary. ColorPRO Technology is based on use of a set of paper enhancement technologies that visibly enhance the print quality of inkjet printing compared to standard uncoated offset and untreated bond papers.

ColorPRO papers use additives that interact with pigment inks. These additives treat the paper to provide precise control over ink behavior at the paper surface. As the ink penetrates the paper, the colorant is immobilized at the surface, producing prints with higher contrast black, more striking colors, sharper lines, and finer detail. The specific interaction between pigment inks and papers with ColorPRO Technology makes it possible to achieve professional quality and striking results at production speed.

Benefits to participation in the ColorPRO program:

- The trademark represents the best technology available, and requires low investment while yielding high-quality performance. Proper and consistent representation of the trademark is governed by trademark guidelines articulated in the license agreement.
- Papers bearing the recognizable trademark represent value, quality, and advanced performance, providing a genuine point of differentiation and advantage over standard uncoated offset and untreated bond papers.
- Meeting the ColorPRO specifications and earning the right to use the trademark aligns the licensee with a broader group of industry leaders who are establishing a high-quality performance standard for digital printing.



ColorPRO Partners

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AbitibiBowater is one of the largest publicly traded pulp and paper producers in the world, manufacturing a wide range of newsprint, commercial printing papers, market pulp, and wood products, and has third-party certified 100% of its managed woodlands to sustainable forest management standards. AbitibiBowater is the largest supplier of Uncoated Groundwood in North America, offering the widest range of products for these markets. AbitibiBowater were the first to create mechanical pulp based Uncoated Freesheet Substitutes, and remain the dominant player in this market. With a vision to maintain its leadership in innovation, the company is excited about and committed to making uncoated groundwood for digital printing, and the proliferation of this technology into our core markets, books, transactions printing, direct mail and other commercial printing.

To learn more, visit: www.abitibibowater.com.

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Georgia-Pacific Communication Papers is a leading provider of business and printing papers in North America. We market a wide range of high-quality products designed to meet the needs of today's busy print environments, both large and small.

We are pleased to announce the launch of our new line of digital inkjet papers, engineered to excel in the emerging inkjet web printing presses. Spectrum® Web Inkjet products with ColorPRO Technology are ideal for high-performance results in book publishing, graphic communications, and variable print applications. These new products join our current offering of Spectrum Offset and Spectrum MOCR Laser grades to provide a solid family of papers for business and commercial roll printing needs.

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To inquire about becoming a ColorPRO Technology licensee, send an email to: colorprotechnology@hp.com or visit www.colorprotechnology.com



Progressive Profitable Printing



Stora Enso is a global paper, packaging, and wood products company producing newsprint and book paper, magazine paper, fine paper, consumer board, industrial packaging, and wood products. The Group has some 27,000 employees and 88 production facilities in more than 35 countries worldwide, and is a publicly traded company listed in Helsinki and Stockholm. Our annual production capacity is 12.7 million tonnes of paper and board, 1.5 billion square metres of corrugated packaging and 6.9 million cubic metres of sawn wood products, including 3.1 million cubic metres of value-added products. Our sales in 2009 were EUR 8.9 billion.

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As a leading global paper supplier, International Paper is committed to the development of new and innovative products for emerging technologies, such as high-speed inkjet web printing. Through our participation in the ColorPRO Technology partnership program, International Paper looks forward to extending our reach into the multiple end-use markets supported by HP's Color Inkjet Web Press. Whether printing in black and white or full process color, International Paper has a range of ColorPRO grades that will meet the application and print performance need.

For additional information regarding International Paper's ColorPRO product offering, please contact us directly.

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