



HP Indigo WS6600 Digital Press

The label and packaging industry has been enthusiastic about the new HP Indigo WS6600, the industry's most versatile and productive digital label press, which is capable of printing more than 40 linear meters per minute in full color and features a new in-line priming unit.

www.hp.com/go/newsroom

Forward-thinking label and packaging converters applaud the HP Indigo WS6600 digital press

- "There are a variety of improvements to the HP Indigo WS6600 Digital Press that make operation more efficient. First of all, the new EPM (enhanced productivity mode) option to speed up the press from 30 to 40 m/min has a great impact on reducing lead times and production costs. The WS6600 also has new automatic calibration features that save operators time; the HP SmartStream Labels and Packaging Print Server, powered by EskoArtwork, is now dedicated for use with digital presses, making color management much more direct and operator friendly. Furthermore, the image scaling control has been significantly improved."
– Roger Gehrke, executive manager digital printing, RAKO ETIKETTEN
- "The inline primer means that we can run the same label and shrink sleeve stocks for digital printing as we do on the flexo presses, so we don't have to keep stocks of digital substrates. With the increased print speed of 40m/min, it closes the gap between digital and flexo and greatly extends the number of jobs that can be run digitally. We will see big benefits from that extra speed. There is almost no difference in the operation of the new press, which is good for our operators."
– Doron Lerner, chief executive officer, S. Lerner Ltd.
- "As a beta site for the HP Indigo WS6600 Digital Press, we had the advantage of being close to the development teams and could have a real dialogue with them, recording press performance feeding them information. While it is still too soon to measure the impact on our production, the new press has many benefits: The server version is more advanced with more stable and user friendly software; and the



inline primer shortens the production process and streamlines operations.”

– Oded Shany, chief executive officer, Tadbik Labels

Industry professionals recognize advantage for converters with the HP Indigo WS6600 digital press

— “Two of the gating factors in labels and packaging are print speed and range of substrates. The Enhanced Productivity Mode on the HP Indigo WS6600 Digital Press amps up the speed while the new in-line priming feature lets converters use many of the same substrates they do on analog devices, lowering costs and adding flexibility. This is a big win for converters seeking to leverage the advantages of digital presses for labels and packaging.”

– Noel Ward, managing director, Brimstone Hill Associates

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