

# Corrugated packaging and displays

The digital HP Scitex printing solution



# Take on just about any job, and take in more profit

Respond to the ever growing demand for flexible production. Produce high quality large-format displays and bespoke packaging to address the needs of your brand and retail customers.

## Is your business positioned to answer these challenges?

If you're limited by long set-up and turnaround times, your margins are squeezed on expensive short-runs, and it's a struggle to produce multiple versions and customized jobs, it's time to take a look at the digital HP Scitex Printing Solution for corrugated packaging and displays.

HP offers a wide range of solution components, working together with industry-leading partners. With the help of HP—the market leader in large format printing<sup>1</sup>—you can transform your business with confidence.



<sup>1</sup> IDC Worldwide Quarterly Large Format Printer Tracker, November 2012.



## Increase your flexibility and reduce your time-to-market

Produce high-value applications and address the digital trends that can drive new growth for your business. Offer high-quality, short-run displays and packaging and accommodate shorter product life cycles, reduce time-to-market, support customized relationship marketing and fast-cycle prototyping, and enjoy the benefits of just-in-time production. Provide the quality your clients expect on just about any media, and differentiate your business with the environmental advantages of digital printing.

- Capitalize on the demand for digital, short-run capability—ideal for small job sizes in support of retailers' private brands, reducing inventories, and capturing growth in customization and test marketing.
- Help revolutionize the time it takes to go to market. Print direct to board, reduce process steps and time, and streamline print production, freeing up more time for ideation.
- Add customization capability and provide high-value applications that support brand owners looking to increase profitability with customized relationship marketing.
- Support fast-cycle prototyping—use short-run capability to produce proofs and prototypes for testing new products in the market.
- Gain flexibility and efficiency with just-in-time production. Improve capacity utilization, lower work-in-progress inventory, reduce out-of-stocks, and streamline the value chain with digital print-on-demand capabilities.
- Use the advantages of digital printing to improve your environmental profile. Digital print on demand can help reduce the number of redundant prints, set-up costs, and media waste.

## Explore the full HP solution

Look to HP, the world's largest provider of information technology and the market leader in large format printing,<sup>2</sup> to help you take your capabilities to a new level. Across the workflow, HP and our industry-leading partners bring you innovative tools and solutions. Based on scalable, modular, and upgradeable platforms, you can protect your investment with the capability to add future enhancements. As you add new applications and expand your business, look to HP to help support your efforts.



- Take your capabilities to a new level with the market leader in large format printing.<sup>2</sup> HP Scitex printing solutions are designed to maximize uptime and reliability in 24/7 production environments, and are based on scalable, modular, and upgradeable platforms that enable flexibility and growth.
- Rely on HP expertise in corrugated operations to take productivity to the next level. Integrated automation and advanced media handling optimized for the challenge of corrugated sheets all happen without operator intervention.
- Minimize preparation and finishing time and gain efficiencies. From job creation through pre-press, production, and post-print finishing and fulfillment, choose from a wide range of solution components tailored to HP Scitex industrial presses.
- Look to HP innovation to help you develop new capabilities. HP Scitex High Dynamic Range Printing Technology provides smooth color and tone transitions, sharp edges on text and graphics, and high image smoothness for print quality that can meet the needs of applications now using Offset or Flexo technology.
- HP makes the research and development and training investment to help you succeed, with solutions backed by world-class service, support, and training organizations.
- HP is the world's largest provider of information technology infrastructure, software, services, and solutions to individuals and organizations of all sizes. HP is the one company you can count on to make technology work for you.

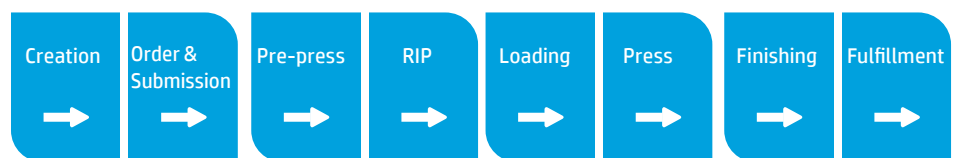
## Enhance your productivity with HP Services

HP Services offers you the broadest portfolio of proven service programs to keep your business running productively. Our certified service teams are committed to meeting your end-to-end needs, driving your business productivity and sustainability for a profitable printing operation. Learn more at [hp.com/go/scitexservice](http://hp.com/go/scitexservice)

## HP and partners provide solutions and production workflow tools that offer greater uptime and flexibility to help grow profits.

The HP SmartStream Workflow Portfolio provides complete workflow solutions—from job creation to fulfillment—to efficiently drive more pages to press, and help print service providers preserve profitability by minimizing preparation and finishing time.

Working with industry-leading partners, HP provides a range of workflow solutions from automatic loading, to prepress software applications such as Esko ArtioCAD and Studio, GMG Color Server Suite, and Esko i-Cut Suite, to HP Scitex Production Analyzer for automated monitoring of your production, as well as service tools and finishing solutions for cutting and varnishing.



<sup>2</sup> IDC Worldwide Quarterly Large Format Printer Tracker, November 2012.





# Choose the right solution for you

## Match the HP Scitex industrial press to your business needs

Gain the benefits of direct-to-board packaging conversion. Versatile, reliable HP Scitex industrial printing systems enable high productivity with less effort and waste, provide scalability and modularity to protect your investment as your business grows, and deliver the image quality you need for a wide range of packaging applications.



## The HP Scitex 15000 Corrugated Press

**Work with an HP digital press, designed specifically for the smooth, automated production of corrugated applications.**

Produce eye-catching large-format displays and high-graphics packaging with production flexibility to help address the needs of your retail or brand buyers.

HP Scitex High Dynamic Range printing technology delivers it all—high productivity, at the right quality and cost. Providing precision control over color and tone for clarity of image detail, and producing prints with the highest dynamic range,<sup>3</sup> HP Scitex HDR Printing Technology is ideal for POP and retail graphics, corrugated displays, and high-impact graphics in packaging applications..

## The HP Scitex FB7600 Industrial Press

**Grow into more high-value opportunities**

The HP Scitex FB7600 Industrial Press enables up to 8 inks<sup>4</sup>—including new orange and light black options—on a wide range of media to expand your business. Address more demanding POP applications with image-quality enhancements enabled by light black ink. Use orange to achieve more vivid color and rich skin tones. Use variable data printing capabilities to tailor and target the message. Print more high-value pages and achieve quick ROI with more digital printing opportunities.

<sup>3</sup> Compared to digital presses of comparable speed and price in the market as of January, 2013.

<sup>4</sup> Use of the HP Scitex FB7x00 Enhanced Color Pack may cause deviation of up to 10% from previously published throughput in some print modes. Also, use of the HP Scitex FB7x00 Enhanced Color Pack may require a software upgrade. Please contact your HP sales representative.

## Recommended HP Scitex Industrial Presses



**HP Scitex FB7600 Industrial Press**



**HP Scitex 15000 Corrugated Press**

<b>Printing system</b>	HP Scitex X2 drop-on-demand piezoelectric inkjet printheads with 40,000 nozzles	HP Scitex High Dynamic Range (HDR) printing system using 60,000 nozzles
<b>Print speed</b>	Up to 500 m <sup>2</sup> /hr (5380 ft <sup>2</sup> /hr) or 95 full-size sheets/hr	Up to 600 m <sup>2</sup> /hour (6456 ft <sup>2</sup> /hour) or 120 full-size sheets per hour <sup>5</sup>
<b>Ink options</b>	White, <sup>6</sup> light black and orange inks, <sup>7</sup> full/spot gloss, saturation control, and more	Full/spot gloss, saturation control, and more
<b>Media types</b>	Excellent adhesion on a broad range of flexible and rigid applications, including a range of plastics	Outstanding adhesion on corrugated media, ideal for conversion processes such as cutting and folding; and versatility to print on plastics, and other media
<b>Media handling</b>	Optional multi-sheet loading table or Hostert automatic loader; patented 6-vacuum-zone system	Easily load up to four stacks of varying quality corrugated boards with the built-in autoloader, or choose manual loading and unloading for special media
<b>Upgradeability</b>	Standard 6-color UV-curable ink printing system with 2 extra printhead beams and ink slots available for additional inks <sup>6,7</sup>	Standard 6-color UV-curable ink printing system built for upgradeability, designed to enable additional colors to further expand the color gamut while maintaining overall productivity

<sup>5</sup> On 160 x 320-cm (63 x 126-inch) sheets, including a full loading and unloading cycle.

<sup>6</sup> Use of white ink with the HP Scitex FB7600 Industrial Press requires purchase of the HP Scitex FB7500/FB7600 White Ink Kit. Installation of the white ink kit may cause deviation of up to 10% from previously published throughput in some print modes.

<sup>7</sup> Use of HP FB225 Light Black and Orange Scitex Inks with the HP Scitex FB7600 Industrial Press requires purchase of the HP Scitex FB7x00 Enhanced Color Pack. Light black and orange inks are added to the six process colors, providing higher image quality at high throughput. Use of the HP Scitex FB7x00 Enhanced Color Pack may cause deviation of up to 10% from previously published throughput in some print modes.

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