Labels and Packaging Workflow Solutions

Maximise productivity and automation with HP SmartStream for HP Indigo digital presses
Make the most from your business

Boost growth and profitability with HP SmartStream labels and packaging workflow and finishing solutions

HP Indigo offers a wide range of digital presses for labels and packaging based on its superior ElectroInk technology. Using up to 7 ink stations on press and printing with high resolution and perfect registration, HP Indigo’s market-leading digital presses offer immense versatility for a broad range of applications. Along with this breadth of capabilities, industry trends of demand for faster turnaround, a more efficient supply chain, and frequent redesigns are creating a clear need for automated and integrated workflow solutions to support higher volume and efficiency for HP Indigo digital printing.

HP SmartStream labels and packaging workflow and finishing solutions provide a complete ecosystem that offers end-to-end automation from order to fulfilment. This ecosystem enables converters to boost profitability and increase output using existing resources, and keep a competitive edge. Workflow tools save converters time and reduce errors, offering automatic, accurate colour matching, avoiding re-entry of information, and centralizing production management, as well as real-time job tracking and reporting.

Wide opportunities with HP partners
HP Indigo has teamed with market-leading partners to offer an array of well-integrated solutions designed for the unique needs of labels and packaging converters. HP’s unique relationship with a full range of partners enables you to put together tailor-made solutions for your business and maintain your competitive edge.

HP SmartStream labels and packaging workflow and finishing solutions can help you make the most of your Indigo business, as well as take digital printing to the next level. Learn more about these end-to-end opportunities.

Enjoy the new HP PrintOS experience
PrintOS is a print production operating system with a set of web and mobile apps that help you get more out of your HP presses, and simplify and automate your production. PrintOS can manage any number of jobs from submission to shipment, help you collaborate with partners and colleagues, and enable you to discover new opportunities for growth. Access the open and secure cloud-based PrintOS platform virtually anytime and anywhere.
Management Information Systems (MIS) drive workflow automation for effective production

It has been proven that HP Indigo customers with integrated workflow automation solutions are more efficient than customers without such integrative automation solutions, and can produce up to 50% more jobs per shift.

Label Traxx, Cerm and theurer.com are HP Indigo’s recommended vendors for MIS solutions of the entire business process, from estimation and order processing, through supply chain and customer relationship management, to production planning of both analogue and digital equipment. These systems are tailored to the unique needs of the labels and packaging market, and are integrated with HP Indigo and its partner solutions. The result is optimised business processes that guarantee that orders are being produced and delivered on time, with minimum administrative overhead. Label Traxx, Cerm and theurer.com offer the following capabilities:

- Cost estimation for full production workflow, including comparison between HP Indigo presses and conventional presses
- On-line quotation
- Order submission
- Order processing with planning, scheduling and real-time tracking
- Integration with prepress solutions to save time and reduce human errors
- JDF (Job Definition Format) workflow link with HP SmartStream Labels and Packaging Print Servers
- Comparison between estimated costs and actual costs
- Shipping and billing
- Compatibility with industry-standard formats and openness to any job order source to enable further automation of the end-to-end process

HP PrintOS Print Beat

Print Beat provides visibility to press performance and real-time, data-driven insights to drive continuous improvement in print operations.

- Visibility—view near real-time and historical data for full transparency and attention
- Insights—key performance indicators enable continuous operational improvement
- Control—monitor and control status through web browser or mobile app, anytime, anywhere
- Operational excellence—benchmark press performance for continuous improvement
Creation and Submission

**Enhanced profitability through web-to-print services**

XMPie is the HP Indigo partner for web-to-print software platforms, using PersonalEffect® uStore®, supporting static, user-submitted documents as well as template-driven, variable documents. uStore supports a wide array of applications including direct mail, collaterals, labels, packaging and more.

PersonalEffect uStore automates order acquisition and streamlines the workflow between the online storefront and HP Indigo presses so that service providers can serve their clients 24/7. Its JDF scheme has been certified by HP for both its HP SmartStream Production Pro print server and the HP SmartStream Production Center solutions.

**Design and creation tools**

HP Indigo supports multiple solutions for design stages using dedicated design tools for the labels and packaging creation process. HP cooperates closely with its partners to provide the required support and create tightly integrated solutions for its digital presses.

**Intuitive packaging design with Esko**

Esko’s Suite 14 is a print production and management software solution for labels and packaging. It offers a wide range of applications including:

- **WebCenter** — Internet based, packaging management that allow users to manage projects, review, annotate and approve documents.
- **Studio Toolkit** — Create accurate packaging design and shapes in a matter of minutes. Studio Designer tool for Esko editors or Adobe® Illustrator® enable 3D viewing of designs. Studio Visualizer shows in real time different substrates, inks and finishing techniques.
- **ArtiosCAD** — dedicated software for packaging featuring dedicated tools for paperboard packaging structural design, product development, virtual prototyping, and manufacturing.

**Workflow automation**

The Esko Automation Engine integrates and automates all design and pre-press activities in one workflow for HP Indigo labels and packaging printers, providing a unified hybrid workflow for both digital and analogue printing devices. The automation engine ensures increased efficiency and throughput, as well as saving time and money.

- **Job organisation and data management**
- **Automated artwork creation**
- **Automated imposition and step-and-repeat**
- **Integration with any MIS or ERP system**

The Labels and Packaging Print Servers, Powered by Esko, have a bi-directional communication with Esko Automation Engine.
Pre-press

Variable Data Printing (VDP)

HP SmartStream Labels and Packaging VDP, Powered by Esko, is a variable data solution for the HP Indigo labels and packaging press portfolio. It is a standalone plug-in for Adobe Illustrator, utilising all Illustrator graphics capabilities to print unique elements including serialisation, text, barcodes, images, and special security features. The plug-in also enables direct preview of all variable records on Illustrator.

HP SmartStream Designer is HP Indigo’s VDP authoring tool for Adobe Illustrator and InDesign®. The solution utilises all Adobe Illustrator and InDesign graphics capabilities, enabling the creation of sophisticated high-value jobs. HP SmartStream Designer has an easy-to-use interface and can be easily integrated with third-party solutions like security partners to add incremental value to the applications. Additionally, HP SmartStream Designer has also support for simplified or enhanced rules for personalisation. It supports printing of unique elements including Mosaic, numbers, text, barcodes, or images.

HP SmartStream Mosaic dynamic variable design software enables one-of-a-kind products, creating a memorable customer experience for a wide range of labels and packaging applications. Automatically generate a high number of unique graphics for embedding into a variable data job, all from a fixed number of seed patterns, using scaling, transposition, and rotation. The proprietary software has been used by Coca-Cola and other packaging companies to produce millions of one-of-a-kind striking and creative shrink sleeves for bottles and cans.

Mosaic is available for HP SmartStream Designer software versions: HP SmartStream Designer 19 for Adobe Illustrator CC 2015; HP SmartStream Designer 11 for Adobe InDesign CC 2015; and HP SmartStream Designer 6.3 for Adobe InDesign CS6.

HP SmartStream Composer

HP SmartStream Composer is a powerful variable data composition tool that enables automated creation of large personalized jobs, based on HP SmartStream Designer templates. HP SmartStream Composer workflows are fully automated and offer unparalleled VDP composition performance and increased productivity.

HP SmartStream Composer is ideal for HP Indigo customers that produce medium to high volumes of personalized or customized. The solution is also flexible and fits the growing business.

A cloud-based version is available via PrintOS, offering the benefits of unlimited data storage, and accessible from anywhere, anytime.
Print Servers

HP SmartStream Labels and Packaging workflow suite, Powered by Esko, provides printers and converters with the most advanced and comprehensive tools in the industry for streamlining pre-press processes. The workflow suite includes well-integrated solutions that assist PSPs to efficiently manage dozens of jobs per shift. The solutions include best-in-class colour management, sophisticated step and repeat, advanced support for variable data and barcodes, and powerful print servers.

High performance Digital Front End

HP SmartStream Labels and Packaging Print Servers are designed especially for HP Indigo by Esko. They include robust job management tools to automate and simplify workflow, as well as an integrated powerful colour engine to deliver accurate and repeatable colour across multiple presses and jobs. The print servers are equipped with a dedicated, optimised RIP for consistent, high-quality output. The print servers also enable proprietary bi-directional connectivity with the Esko Automation Engine, or direct connectivity with any MIS via JDF/JMF protocols.

HP SmartStream Labels and Packaging Print Servers according to press:

- HP SmartStream IN100 Labels and Packaging Print Server, Powered by Esko, for HP Indigo WS6000 Series Digital Presses
- HP SmartStream IN120 Labels and Packaging Print Server, Powered by Esko, for the HP Indigo 8000 Digital Press
- HP SmartStream IN150 Labels and Packaging Print Server, Powered by Esko, for the HP Indigo 20000 Digital Press
- HP SmartStream IN150 Labels and Packaging Print Server, Powered by Esko, for the HP Indigo 30000 Digital Press

Colour Engine

HP SmartStream Labels and Packaging Colour Engine, powered by Esko, is a fully integrated solution for digital colour management. A revolutionary solution, the Colour Engine significantly reduces the traditional time-consuming process of trial and error, and can be easily operated even by an inexperienced operator. Its intuitive and guided processes allow accurate emulation of PANTONE® colours or special colours, and precise colour matching from any print technology to an HP Indigo press with minimum effort.

The Colour Engine solution uses an innovative, automatic refinement engine that enables simultaneous multi-colour refinement covering the full Pantone library with one click. Colour management can be fully automated using the inline spectrophotometer on the HP Indigo WS6800 Digital Press. At the end of the process, the results are clearly displayed on screen and the user can select whether to finish and save the result or to continue for an additional iteration.

Key capabilities of the Colour Engine:

- Fast and easy creation of colour profiles
- Automatic refinement tool for PANTONE colours and spot colours
- PANTONE Plus colour library support
- Integrated pre-defined colour strategies
- Support for Enhanced Productivity Mode (EPM)
- Special tools for gamut view, compare ink sets and more
- Automated on-press colour matching for the HP Indigo WS6800 Digital Press
Finishing and fulfilment

Labels, shrink sleeves, and folding cartons—narrow-web
HP Indigo partners offer integrated inline and offline solutions for inspecting and converting 330 mm labels and shrink sleeves to ensure high quality and high productivity.

Print \[\rightarrow\] Inspect \[\rightarrow\] Convert
HP Indigo WS6800 Digital Press \hspace{10mm} AVT PrintVision/Helios II

Labels and shrink sleeves—wide-web
For the HP Indigo 20000 Digital Press, our partners offer integrated inline and offline solutions for inspecting and converting 762 mm labels and shrink sleeves to fully utilise the full format and press flexibility.

Print \[\rightarrow\] Inspect \[\rightarrow\] Convert
HP Indigo 20000 Digital Press \hspace{10mm} AVT PrintVision/Apollo

In-mold labels
In-mold labels (IML) can be produced on the HP Indigo WS6800 and HP Indigo 20000. Cutting and stacking with industry solutions from Schober, Prati, and Brotech.

Flexible packaging
HP Indigo 20000 Digital Press output can be converted with industry-standard equipment in addition to optimised solutions developed especially for HP Indigo printing. Inspection capabilities can be integrated inline on the press rewinder.

Print \[\rightarrow\] Inspect \[\rightarrow\] Convert
HP Indigo 20000 Digital Press \hspace{10mm} AVT PrintVision/Apollo

Folding cartons
Fully modular solution enables high-quality coating, die cutting and folding with fast setup and low waste.

Print \[\rightarrow\] Selective coating \[\rightarrow\] Inspect \[\rightarrow\] Embellishments \[\rightarrow\] Crease & cut \[\rightarrow\] Fold and glue
HP Indigo 30000 Digital Press \hspace{10mm} Tresu iCoat 30000 for inline coating

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*Other local partners available.
# HP SmartStream Labels and Packaging Print Servers

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<th>Version</th>
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**DFE functionality**
- Integrated complete colour management with the HP SmartStream Labels and Packaging Colour Engine, Powered by Esko
- Optimised Adobe RIP
- Job editing and defining
- Workflow management
- Basic Step & Repeat
- Press manager
- Monitor press status parameters

**Options**
- Enhanced Productivity Mode, VDP, PowerLayout, Barcode Engine, HP SmartStream Designer for InDesign, Illustrator, stand, remote control station, UPS

**Connectivity to the press**
- HP PrintLink software architecture—real-time, bidirectional data exchange

**Connectivity to Esko**
- Automated Job Ticket connectivity with Esko's Automation Engine

Learn more at [hp.com/go/labelsandpackaging/workflow](http://hp.com/go/labelsandpackaging/workflow)

Sign up for updates [hp.com/go/getupdated](http://hp.com/go/getupdated)

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