

Innovate Your Packaging through HP Indigo digital printing



Zagreb, March 2016

Pawel Lul

Labels and Packaging Business Manger WCEE

Index

- **The printing industry**
- HP Indigo Technology
- HP Indigo Success Stories



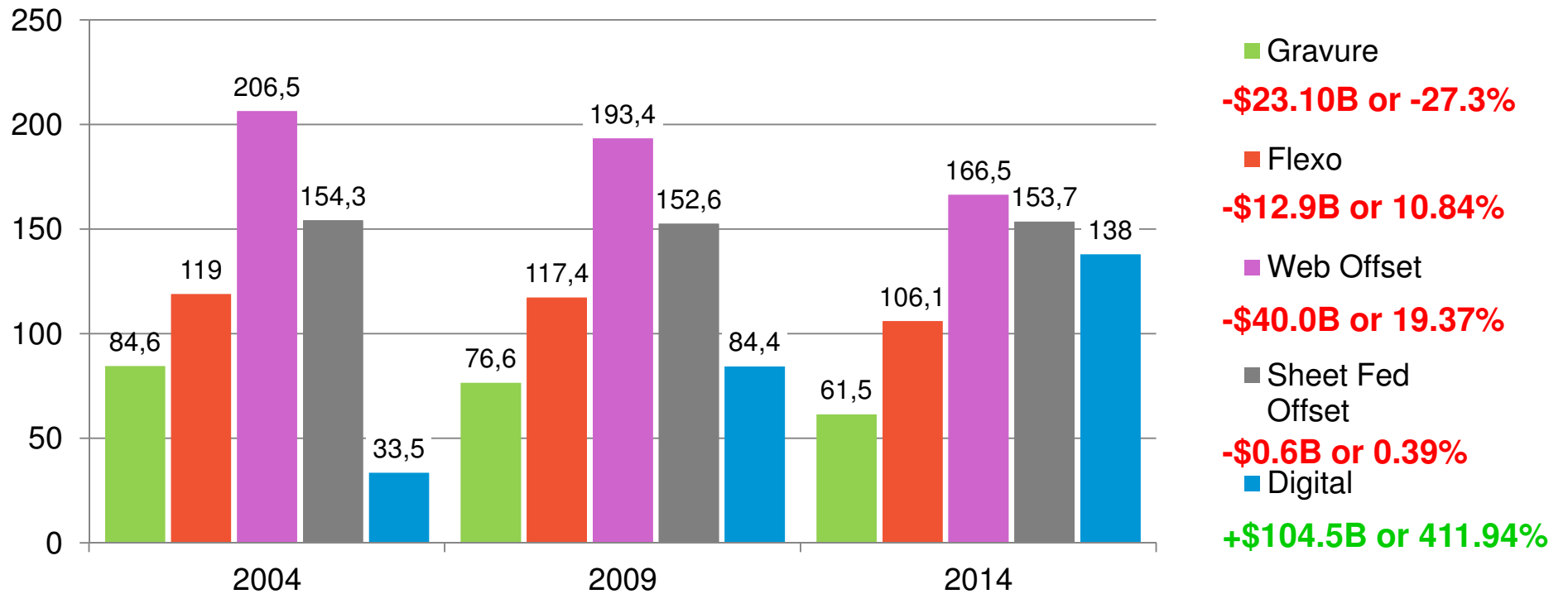
What is happening on the packaging market?

- Market is changing from analogue to digital !!!!



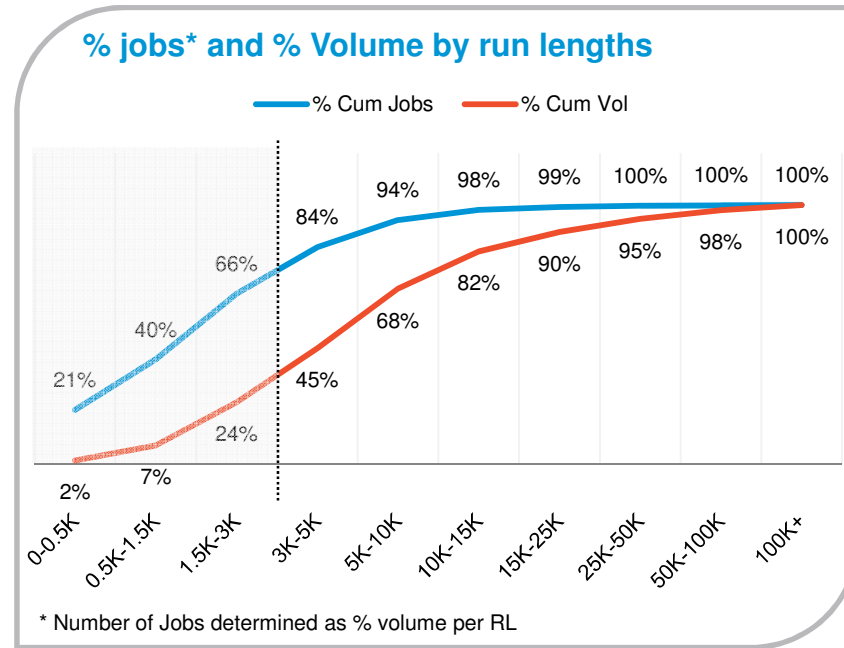
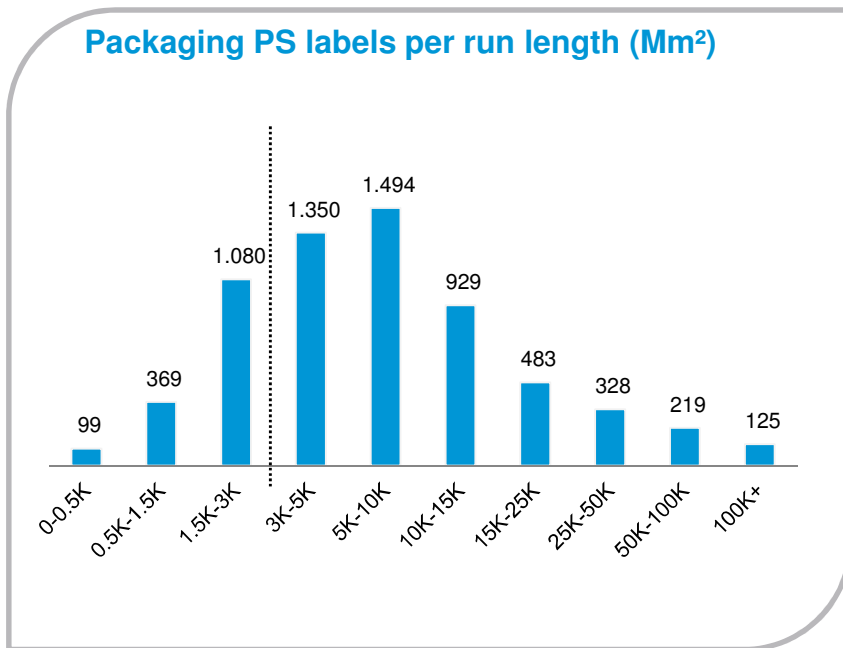
Print Value/Growth by Print Process (\$B) 2004 - 2014

Source: Pira International - The Future of Global Printing to 2014



24% of packaging labels are in runs <3k linear meters

As the market grows run length declines 7%-9%



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* HP Indigo's volume in 2013 represents 7% of packaging label volume (source: pages by application analysis, i-
----- data)

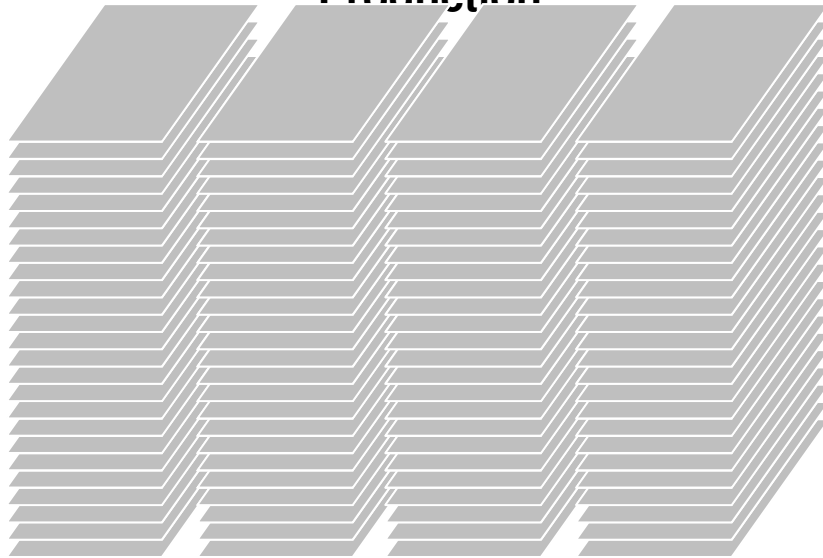


How HP Indigo digital printing answer to market needs?

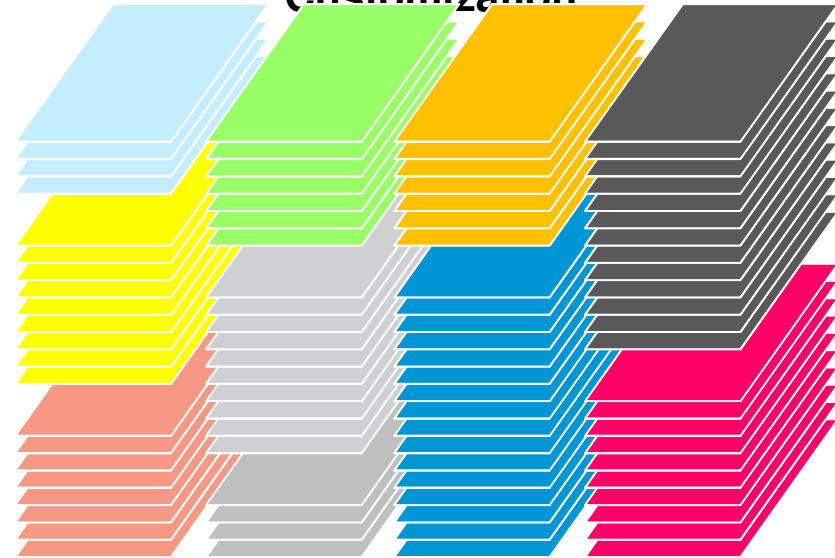


Changing the conversation...

**Conventional Print = Mass
Production**



**Digital Print = Mass
Customization**







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HP Indigo L&P portfolio

Dedicated solutions for all packaging applications

Web Solutions



Sheet Solutions

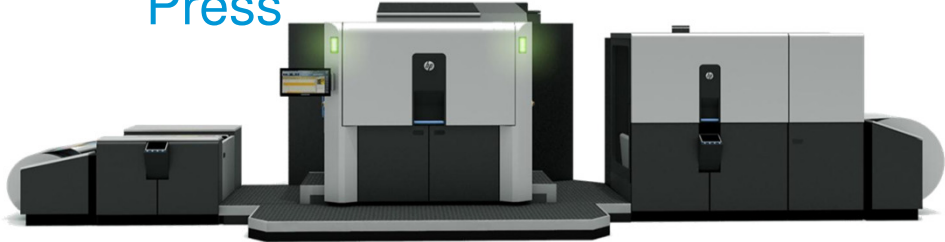


Bringing HP innovation into the packaging market



GAME CHANGER

HP Indigo 20000 Digital Press



HP Indigo 30000 Digital Press



HP Indigo WS6X00 Digital Press

The best-selling narrow-web press, analog and digital



The most versatile digital label printing press – HP Indigo WS6000 Series users print all label applications and narrow-web packaging period.

Wrap
Around

✓

Ironbl



3+ Billion labels

Shrink
Labels



over 50

Specialty

✓

Folding
Carton

✓

Tags

✓

Flexible
Packaging

✓

countries

Pressure Sensitive



HP Indigo quality

HP Indigo's superior liquid ElectroInk technology makes Indigo print interchangeable with gravure quality

ElectroInk and the Indigo process deliver crisp linework, attractive images and smooth vignettes

Up to 7 ink stations, allowing extended color gamut, and use of ElectroInk White plus and other special colors and effects

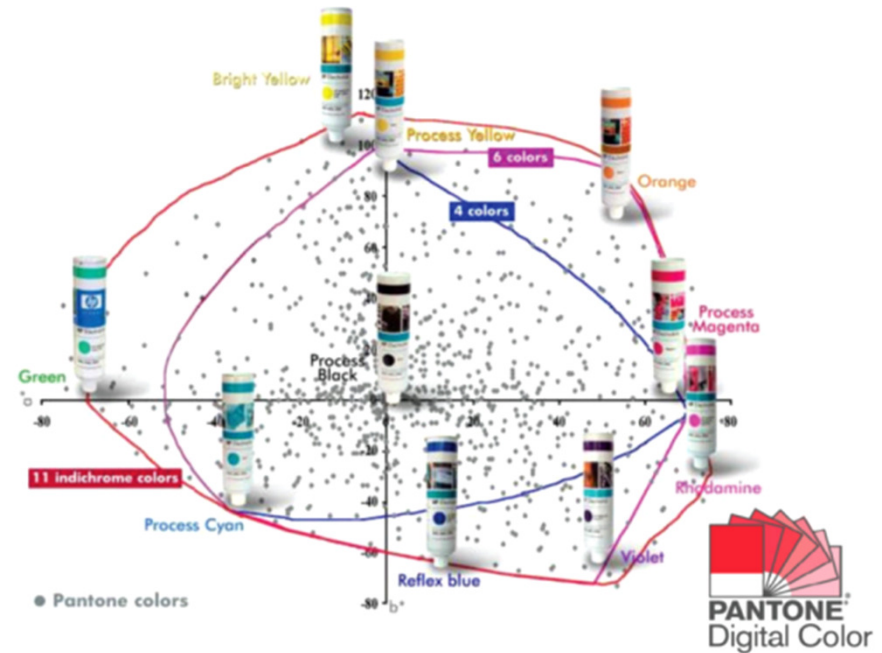
4-, 6- or 7-process colors for vivid printing and accurate on-press Pantone emulations

True spot colors, mixed off press, for perfect Pantone-certified solids



HP Indigo color world

- On press process (CMYK)
- On press extended gamut (CMYKOVG)
- Off press mixing



Match 97% PANTONE® color range



Application versatility

The HP Indigo WS6600 offers the widest media gamut in digital production and the widest array of applications

- Supports synthetic and paper substrates from 12 to 450 microns
- Capable of producing all types of labels and sleeves as well as flexible packaging and folding cartons
- Inline priming unit enables printing on standard untreated substrates, lowering production cost
- Capable of printing on pre-optimized or in-house offline primed media for the widest variety and flexibility



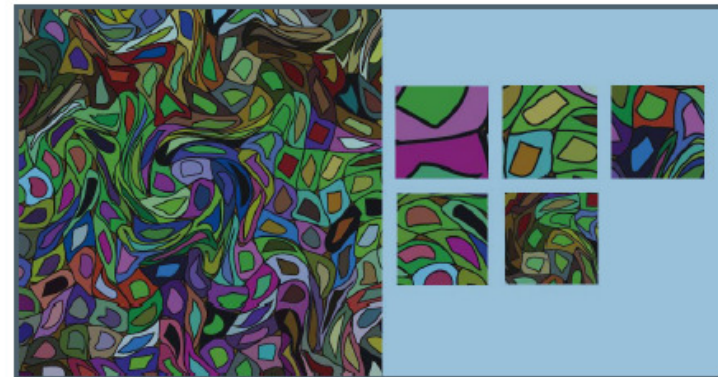
What is the Mosaic application?

- It's a patent-pending dynamic personalization option for **HP SmartStream Designer**
- This application helps users automatically generate a high number of unique graphics, embedded into a variable data job



How does it work?

- The HP SmartStream Mosaic application uses a vector PDF file as input
- It then generates a large number of variations by randomly transforming the file (using scaling, transposition, and rotation.)
- The results can then be used as the variable image assets in the graphic design of VDP jobs.
- Output files from the plug in can be in either PDF format or **HP SmartStream Designer** templates to be used in **HP SmartStream Director** or **HP SmartStream Composer**.



A seed branded design (PDF Source file) and the HP Mosaic output

The EXTRAORDINARY Collection by Coca-Cola



2 MILLION
BOTTLES
EACH WITH A
UNIQUE
DESIGN

Launched in Israel, July 2014

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Personalized Coffee Cans – Metro, Germany



Converter Eshuis produced these coffee can shrink sleeves for Metro, Germany using both VDP personalization and Mosaic variable design producing a beautiful and truly unique result.

Cookie Wraps – Seikou, Japan

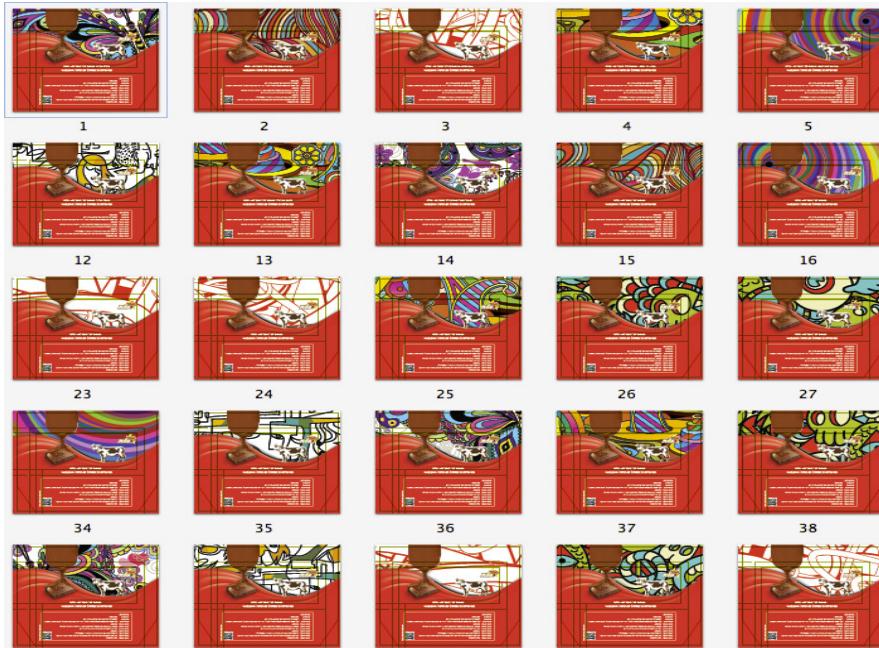


For HP Indigo MasterClass 2015 in Japan, HP Indigo Studio collaborated with Seikou for a cookie giveaway. The patterns for the flexible packaging were generated from the base design pattern by Mosaic.

change without notice.



Strauss



For the Strauss dairy VIP day our HP Indigo customer Tadbik asked for support with a WOW product. HP Indigo Studio took the most well-known product of Strauss and gave it the digital edge with Mosaic.



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Increase relevancy

L'Oréal

Challenge

- Fast changes
- Color consistency
- Printing quality

Results

- Offset quality
- L'Oreal expanded program to 4 launches per year
- Additional intent for variable imaging

“Our lead time was cut dramatically so that we achieved faster time to market.”



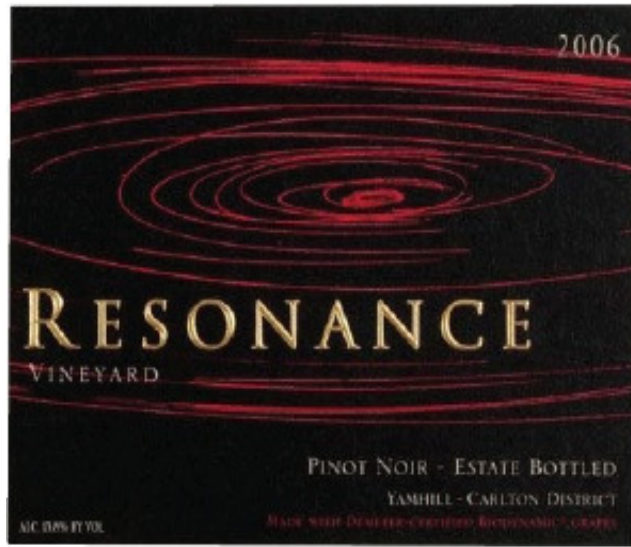
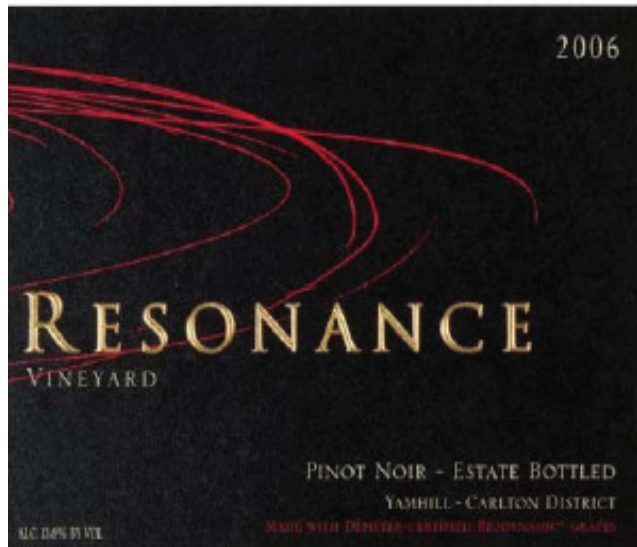
Connecting to customers with exclusive products



Full product decoration



Versioning and Series



www.resonancevineyard.com – USA

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Thank you

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