

# HP Indigo 35K Digital Folding Carton

*December – 2021*  
*Glen Adams / Harold Leete*



# Consumer trends are changing brands and brands are changing packaging

## Consumers

New Normal

On-demand  
Green  
My way

## Converters

Take the opportunity or hide from the challenge

Go Digital  
Diversify their business  
Production efficiency



## Brands

Are changing packaging

Agility  
Quality and creativity  
Eco-friendly  
Food safety  
Brand protection  
Rise of small brands



# Why Digital?



# A Day in a Life

James | Offset 6 Color + coater & Offset 6 Color + coater

Dave | HP Indigo Digital press & a high-end Offset 6 Color + Coater

## Monday morning – jobs in the pipeline



**Multi SKU prescription pharma box with security features**  
Brand protection features – QR, micro QR, Guilloche, micro text Substrate: Invercote G, Varnish WB 3 SKUs, 24,000 units total (8000, 9000, 15000) 4000 sheets (8 up)



**Multi SKU, multi-volume, duplex Color pencils box**  
SBS, Invercote G, Varnish UV 5 SKUs, 18000 units total (1000, 3000, 2X4000, 6000 (8 up) 2250 sheets



**Moody socks Market testing**  
PP transparent Varnish WB 15 SKU, 9000 units in total (300\*12, 400) (4up) 1150 sheets



**1 SKU, long run, best seller toy box**  
SBS, Invercote G, Varnish UV 1 SKU, 100,000 units (2 up) 50,000 sheets



**Ultra short-run, high value limited edition multi vitamin on black media** | SBS, Burano Black media, Varnish WB 1 SKU 3000 units (8 up) 375 sheets

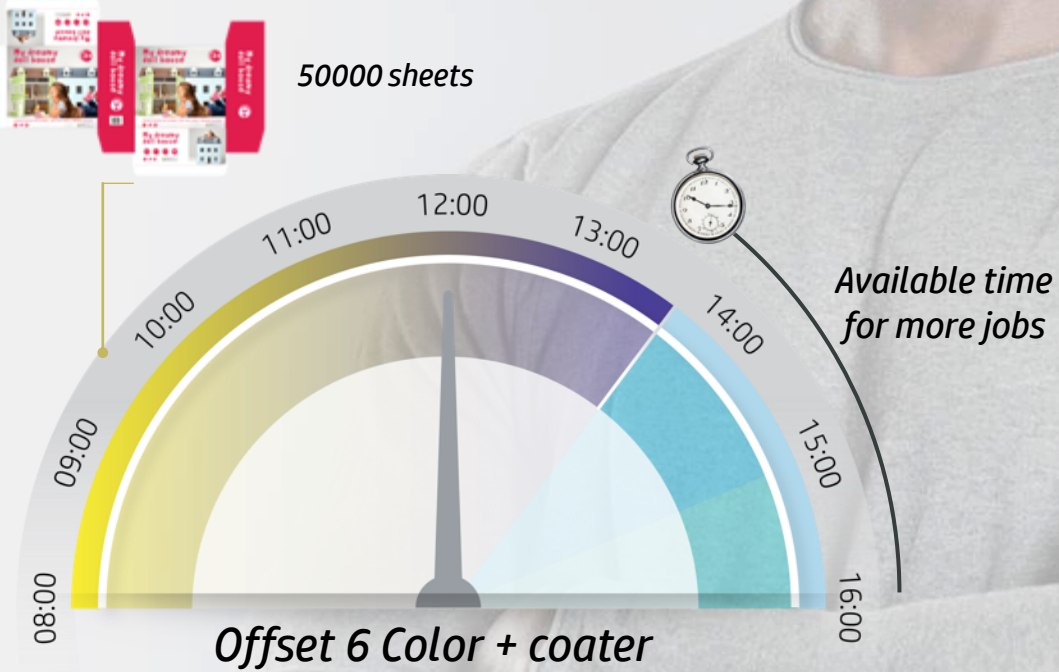
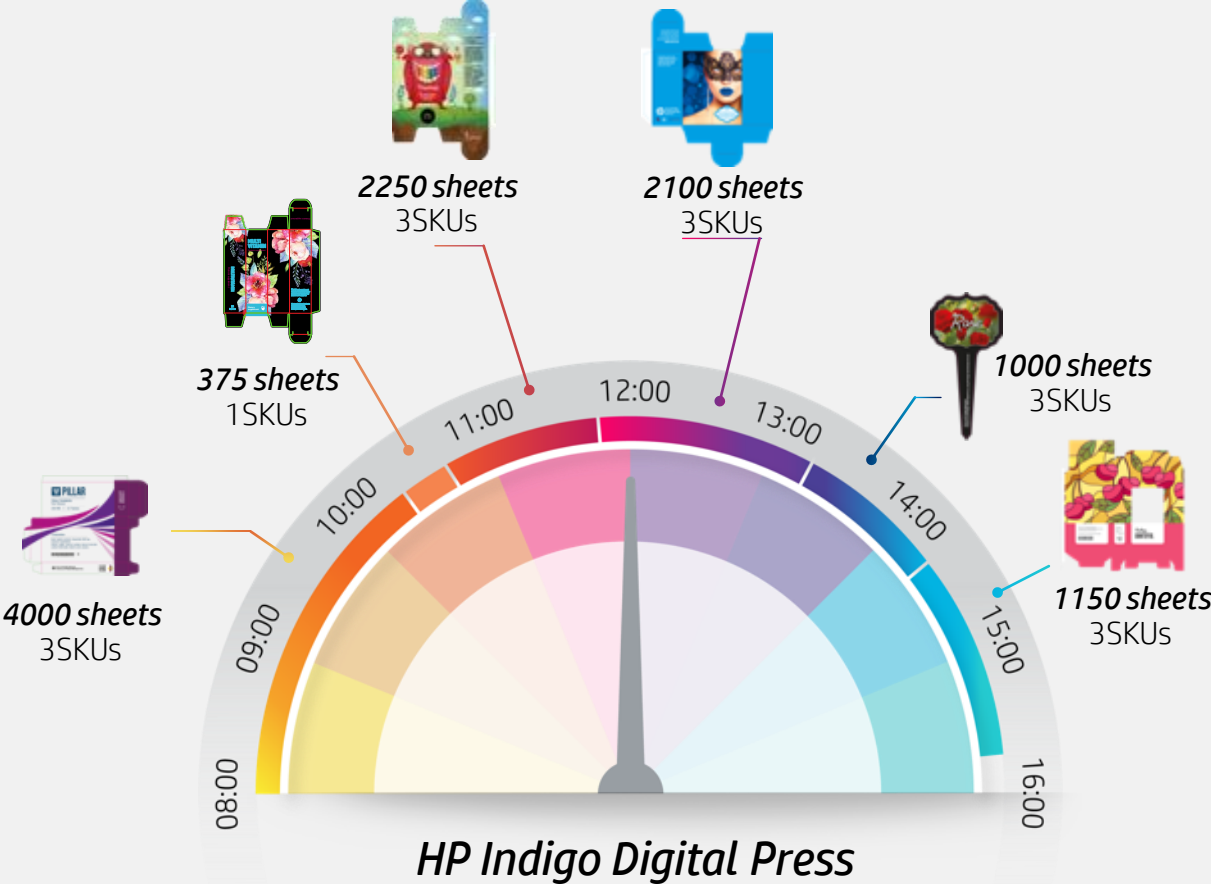


**High value, multi-volume perfume box**  
JIT production, virtual warehousing, printed on metalized, UV Varnish 5 SKUs, 12,600 units total (1050, 1500, 2100, 3750, 4200) (6 up) 2100 sheets



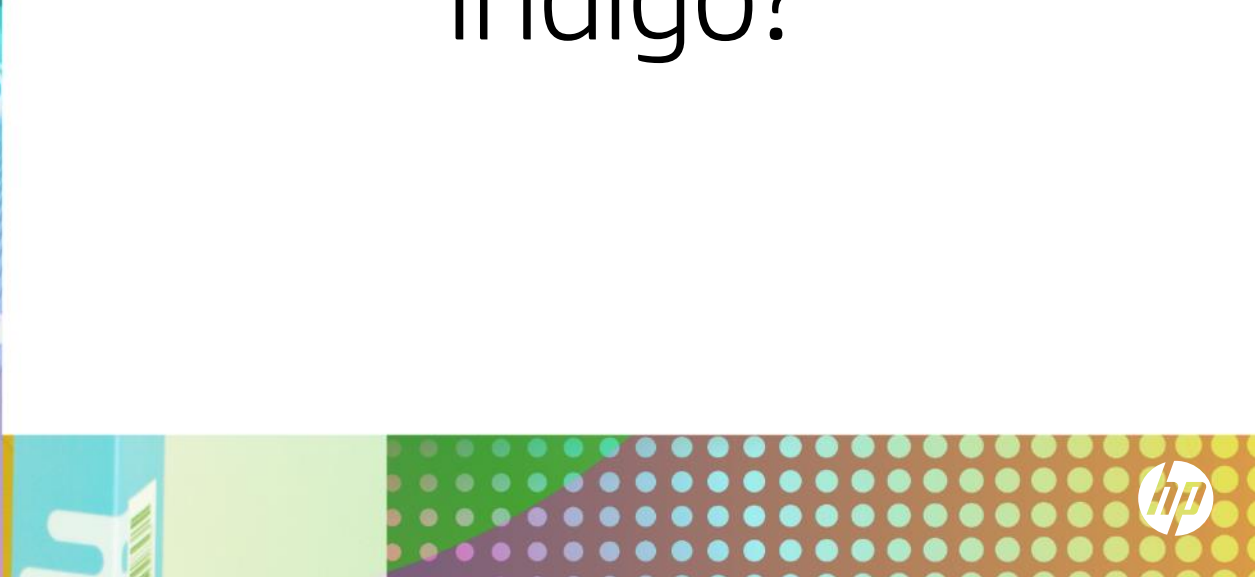
# A Day in a Life

Dave quickly re-plans his production and gets to work

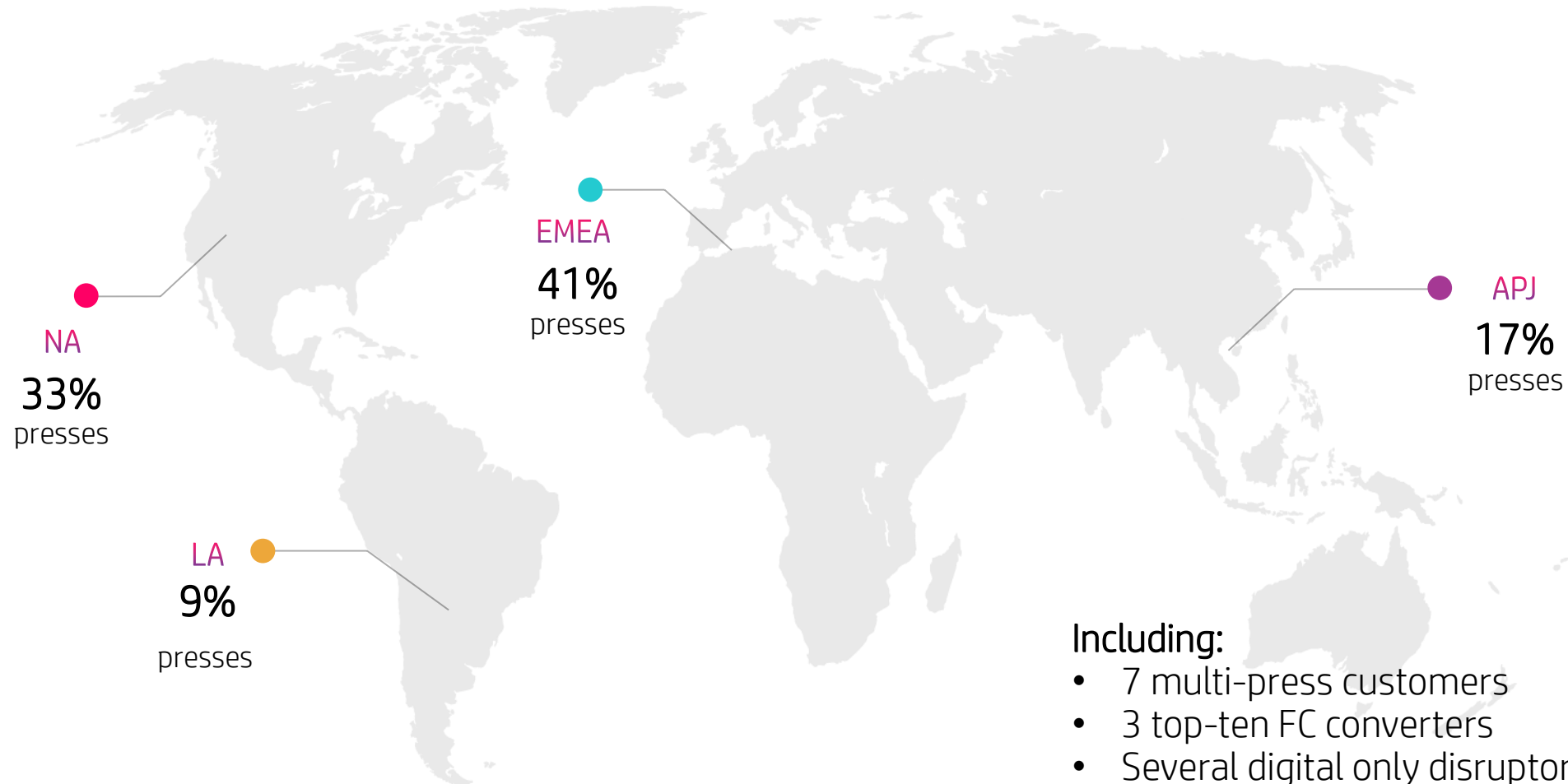




Why  
Indigo?



# ~100 Indigo Digital Presses Producing FC WW



# The Indigo Edge

Indigo has inherent technology advantages for L&P applications



## Color

Accurate, consistent  
and repeatable



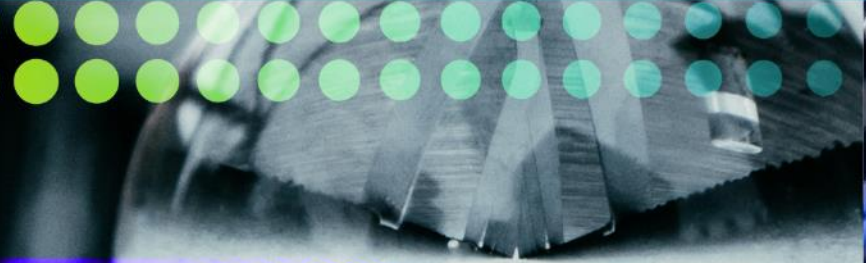
## Application and Media Versatility

Any application on any substrate



## Offset look & feel

Offset matching  
from first copy



# ElectroInks



# HP Indigo ElectroInk for HP Indigo 35K

## Existing Inks Portfolio



**OVG** | (Orange, Violet, Green) Achieve a wide on press color gamut and highly accurate spot color emulations.



**Standard White** | Create a white backing layer on a variety of colored, metalized and transparent media.



**Spot ink** | Mix and print spot colors with the widest off-press color gamut, for accurate brand colors and maximum consistency.

## New Arrivals



**HP Indigo ElectroInk Invisible Yellow** | For Covert brand protection solutions. Invisible to the naked eye, still visible under UV light



**HP Indigo ElectroInk Fade Resistant Yellow & Magenta** | For Outdoor applications. A formulation of ElectroInk enabling high resistance to sun light



**HP Indigo Premium white** | High Opacity premium White. Increases productivity by saving on hits while maintaining the superb quality.



**HP Indigo ElectroInk Fluorescent Pink** | Shout it out with bright, radiant and attracting colors. Create excitement – glows under UV light





# Sustainability



# HP Indigo provides low environmental impact with maximum productivity



## Waste reduction in print production

Eliminating plates, cylinders in upstream of print production and significantly reducing print media waste



## Energy saving in print

Energy reduction (25% by EPM, 15% by premium white)



## Print on responsibly sourced sustainable media

+1,500 sustainability paper media with environmental credential (FSC certified papers etc.)

Compostable, Biodegradable film



## Peer-reviewed Life Cycle Assessment (LCA)

HP Indigo print at economical job sizes have low environmental impact advantages in key environmental areas

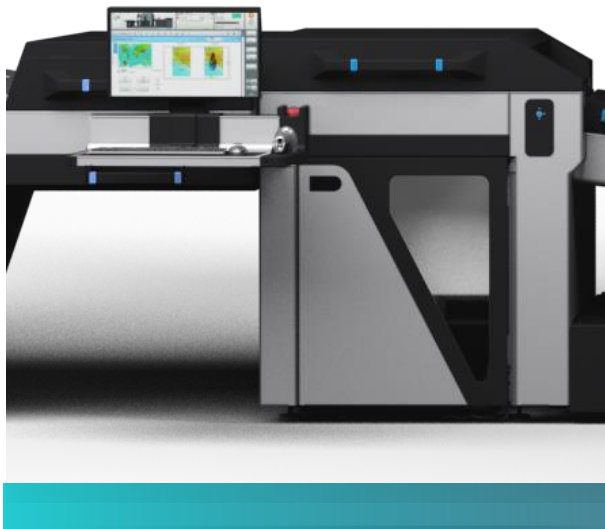
# Introducing the HP Indigo 35K



Join the digital folding carton revolution with this B2 digital press and its step-function innovations



# The HP Indigo 35K advances in four key areas



## Production efficiencies

Produce dozens of jobs per day



## Color automation

Reach the color fast, keep it and gain the confidence of brands



## Workflow automation

Process more jobs per day



## Application range

Offer virtually any folding carton and beyond

productivity

# HP Indigo 35K Digital Press

## What's new

Takeaway: grow productivity by 40% with higher confidence in color

### Production efficiency

- Parallel color station
- Press-coater coupling
- Priming optimization
- Robust paper path
- Curled media support

### Application range

- HD Imaging
- Thinner media
- High accuracy spot varnish
- Premium White
- UV Visible Yellow
- Brand Protection
- New primer for pharma

### Color automation

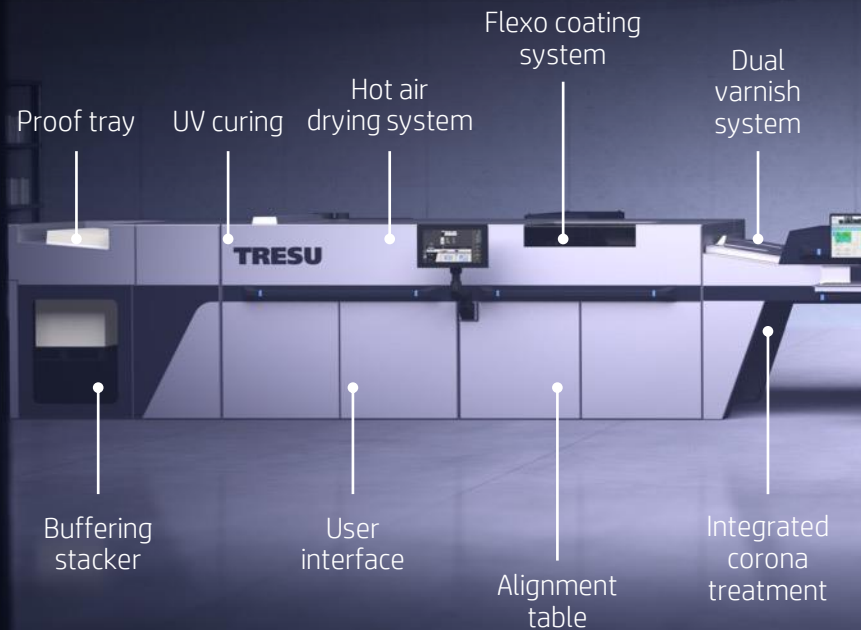
- Spot Master color match
- CCC on Spot and process colors
- Color beat
- Brand beat
- G7 – Electronic Submit / Approval

### Workflow automation

- Production Pro 8.0- RIP heavy jobs x5 faster
- PrintOS<sup>×</sup> and partners solutions - grow workflow automation with
- Web to Pack - Automate and increase capacity with web based ordering
- Predictive Press Care (PPC) - Fix before it's even broken
- APS (Automation Productivity Suite)



# Tresu iCoatII spec. and components



## Sheet size:

Max: 750 x 530 mm | 29.92" x 20.87"

Min: 510 x 297 mm | 20.08" x 11.69"



## Coating method:

Full surface and selective coating

High accuracy registration:  $\pm 200\mu$



## Media thickness:

150-600mic | 6-24pt.



## Varnish Type:

UV and WB including blister



## Max speed:

4600 sheets/hour

6000 sheets/hour in offline mode

NEW

# How does HP Spot Master work?



Reach it
Keep it
Share it

Get spot LAB values from the file or package

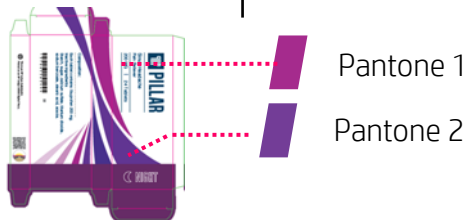
Location based, Spot color refinement per job

On press approval DFE automatic update

Continuous calibration of spot and process colors

Real time color scorecard

1



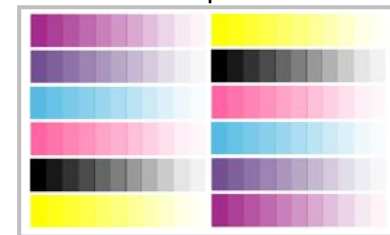
2



3

Spot Name	$\Delta E$	Approved
Spot 1	0.5	<input checked="" type="checkbox"/>
Spot 2	0.4	<input checked="" type="checkbox"/>

4



5



# Brand Protection



“Brand protection is the #3 top attribute for brand owners when considering their package printing.”



“Nosco is pleased to add HP Indigo invisible ink to its Security Product line, enabling us to land multiple million dollar customers in the Healthcare industry”

Craig Curren, President, Nosco







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