

Become the next success story with HP Indigo behind you

Digital transformation in the printing industry has been in progress way before the world crisis, but the pandemic has proven to be a forceful catalyst for change. The current storm has led many print service providers to take a hard look at the new normal.

For many, it is a wake-up call that is leading them to realize that the best solution for a successful future will be the fusion of agility, productivity and innovation. While the rest of the world might be uncertain, one thing is clear: HP Indigo is stronger than ever.

Current Marketing Trends

HP Indigo

Fast-changing DEMANDS REQUIRE Agility & Versatility

Sandy Alexander Creates Playbook to Reopening During the pandemic

Print vendors need to be able to **quickly adjust** their offerings to address changing needs of customers especially in **TIMES OF CRISIS**.

Printed assets and signage for reopening | Welcome kits for returning employees | Hand sanitizer stands | Disposable badges | Floor social distancing signage | Parking garage signage | Meeting room occupancy limits | Cafe and restaurant needs | Elevator restrictions | Bathroom signage | Traffic flow

Community in TIMES OF CRISIS

During isolation, there has never been a more important time to **connect** with peers from around the world and **learn from each other**.

dscope

The Dscope Users group helps PSPs collaborate and exchange ideas

Hatteras jumps into action creating tens of thousands of protective face shields with digitally printed labels produced on their HP Indigo 12000 presses.



Duggal Visual Solutions retooled its production facility to produce face shields for first responders in NYC. Duggal printed paper-based labels on its sheetfed HP Indigo 12000 presses.

Accelerated Growth of eCommerce

From Bricks to Clicks

It took **10 YEARS** to grow **10%** & **8 WEEKS** to grow another **10%**

MORE Online Orders

MIXTILES

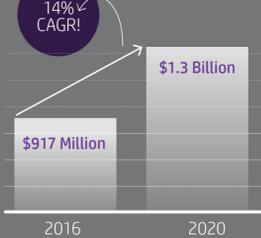
Mixtiles sells Covid Signage Kit for Office Spaces online



Mixtiles Turns photos into affordable, stunning wall art

MORE Than Just INK ON PAPER

Marketing are willing to pay **premium** prices in the range of **24% to 89%** for digital print enhancement over **CMYK** - only work



Source: Beyond CMYK: The Use of Special Effects in Digital Printing, InfoTrends, 2017

Value-added Applications Open New OPPORTUNITIES

LAWTON CONNECT

"Since we started offering the colorful option to our customers, in the last 6 months, 25% of our jobs were printed with colors."
- Tyler Koon, Lawton Connect, USA



ElectroInk Easy-Release for Scratch off applications

SCHÄTZL



HP Indigo customer, Schätzl, adds a new dimension with personalized children's books that **Glow in the Dark with HP Indigo ElectroInk Invisible Yellow**. The children's story within a story is only visible with a special UV lamp for extra reading fun.

The 32 page books sells for \$99.

Cloud-based Monitoring on the Rise

With businesses telling employees to work from home or distance physically on the print shop floor, there has been increased use of remote management and monitoring tools. Remote monitoring solutions enable intelligent real-time decisions in a speedy and cost-effective manner



Source: World Economic Forum: 10 technology trends to watch in the COVID-19 pandemic, Apr 2020

HP Indigo customers growing exponentially leveraging PrintOS^x capabilities



"We've got to continue to innovate and create. We've got to be able to produce thousands of profitable jobs a day. HP allows us to do that. It allows us to create rather than compete. Two years ago, we produced 180 jobs a day, this year we averaged 5,800."

- John Bailey, CEO, ProCo

Accelerating INDUSTRY 4.0

More than half of business executives surveyed indicated that **Industry 4.0** will have **"significant impact"** on their industries and businesses in the next five years



Source: MPI 2020 Industry 4.0 Study

HP Indigo customers Automate their Production Floor

AI-driven, **PrintOS Predictive Press Care** monitors and detects problems even before they arise to keep operations running smoothly.

67% Increase in cases resolved during Covid-19 by HP Indigo Predictive Press Care (PPC)*

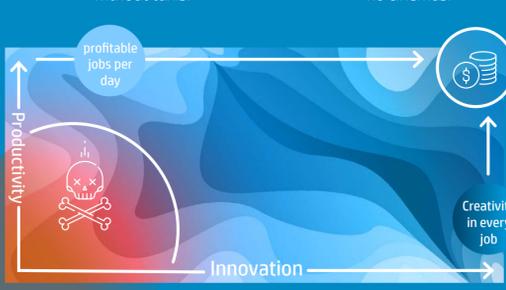


*Source: HP Indigo internal data

Blue Ocean STRATEGY Create vs Compete

"Shift from competing to creating a new market space, hence making the competition irrelevant"*

Uber Brings new value to the taxi world without taxis. | **NETFLIX** World's large movie supplier owns no cinemas.



* Source: Blue Ocean Strategy, Harvard Business Review, W. Chan Kim, Renée Mauborgne 2004

HP Indigo Customers Innovate and enable brands to develop new markets

chatbooks

Chatbooks turns photos from a person's mobile into a photobook.

They print **Tens of Thousands** of **PHOTO BOOKS** each day on 100% Indigo presses



SIMPLE, AVAILABLE ON-DEMAND, EASY TO OPERATE

An Opportunity for INNOVATION



79% of print industry leaders surveyed believe **COVID-19** presents an opportunity to drive new product and service innovation.

* Source: computerweekly.com. The impact of COVID-19 on the print industry.

4AA7-8038ENW

primegroup confronts crisis with INNOVATION

During Covid-19 the standard cosmetic testers had to be removed from consumer counters. With Prime's expertise in specialist digital print and synthetic substrates, they developed a unique idea.

Prime Group used oneshot printing with the HP Indigo 12000 HD and printed on transparent substrate with more than 50 product shades. Clients could hold the sample shades their skin and choose the shade that matches best. The synthetic materials can be easily sanitized after each use.

