

HP INDIGO ELECTROINK



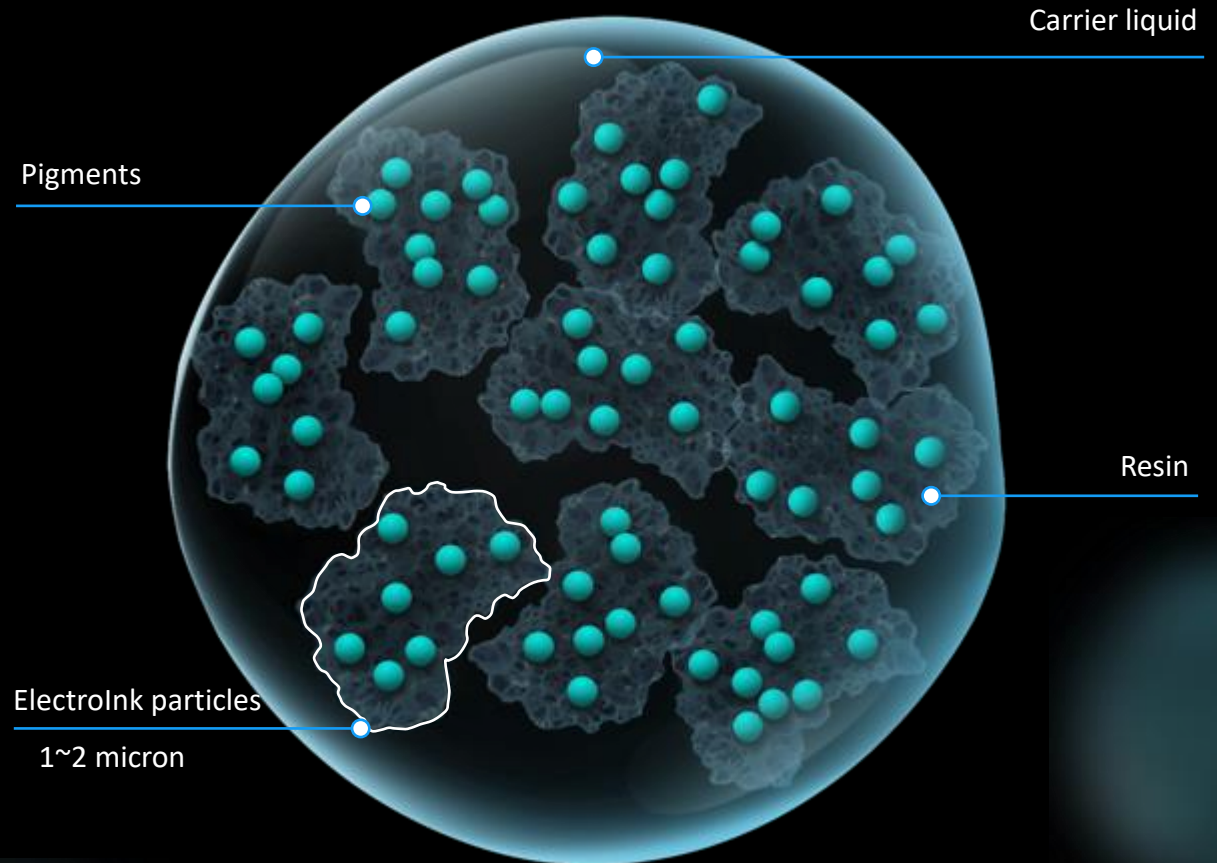
WHAT IS HP INDIGO ELECTROINK?

HP Indigo ElectroInk

Unique liquid ink used in all **HP Indigo presses**. Contains very small particles (about 1-2 microns) dispersed in a carrier liquid.

The ElectroInk particles:

- Contain pigments that are **encapsulated by a resin**
- **Are electrically chargeable** -electrical fields control their placement to the photoconductor plate, resulting in high-resolution images
- **The dispersion and the charging** of the particles are virtually **not dependent on pigment type**



ElectroInk structure

HP INDIGO ELECTROINK IS HIGHLY VERSATILE AND EFFICIENT



Virtually pigment-agnostic: can leverage a wide variety of pigments for a wide range of Inks



Easily mixed to create off-press **spot colors**. No other digital printing technology today has this capability



Create very thin ink layer, reaching highest coverage and deep color with the lowest quantity of ink

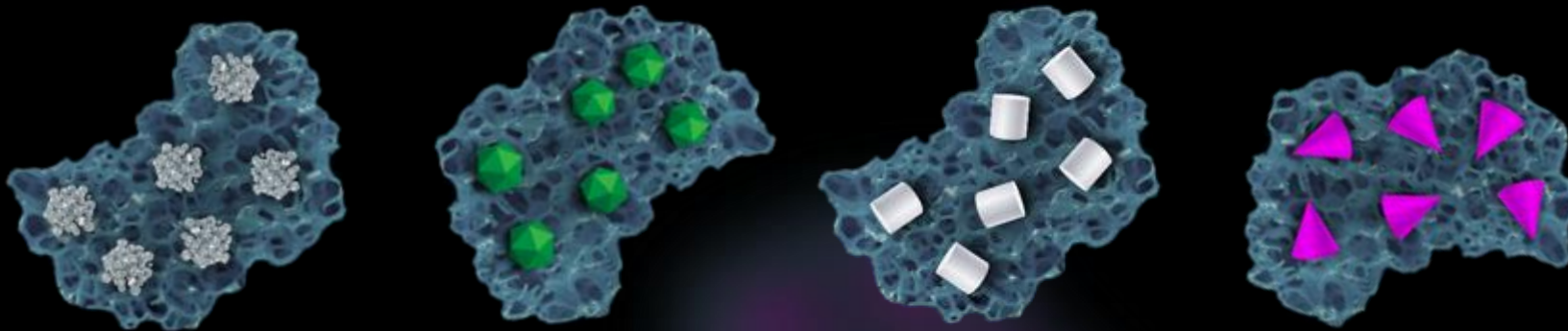


Illustration: Virtually any small particles such as metallic flake (for silver ink) and titanium dioxide (for white ink) can be encapsulated

ACHIEVING HIGH PRINT QUALITY



TRUE OFFSET LOOK AND FEEL

The thin ink layer accurately replicates media's gloss and texture keeping each media's special characteristics



PRINT QUALITY IS NOT MEDIA DEPENDENT

Because the ink is dried and the image is defined on the blanket rather than on the media, print quality remains high and is not affected by the transfer

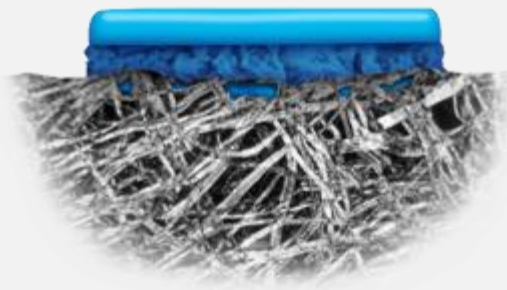


MEDIA PROPERTIES ARE NOT AFFECTED

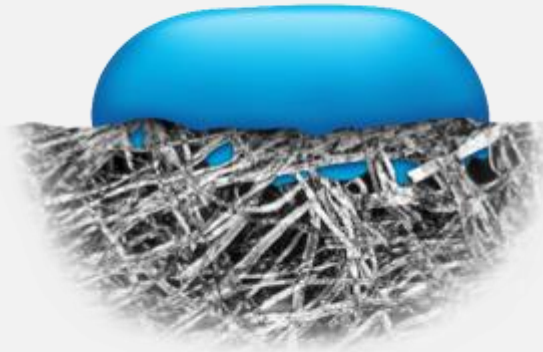
The process doesn't affect the media, as opposed to most other digital technologies where media is directly affected by the absorption of the ink (wetness) or drying (heat)



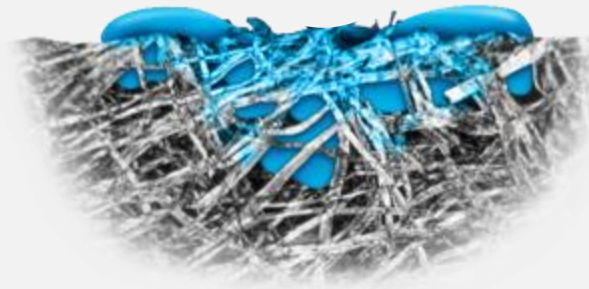
A thin layer that replicates media's gloss and texture and does not influence media properties



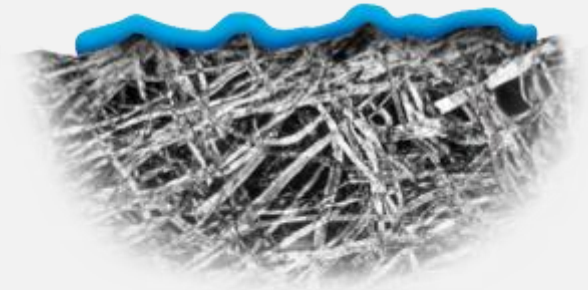
Xerography/dry toner



UV Inkjet



Water-based Inkjet



HP Indigo LEP

THE UNIQUE COMBINATION OF HP Indigo ElectroInk, thermal offset transfer and direct contact transfer delivers:



Unmatched color
and ink capabilities



Widest media and
application versatility



High coverage
printing



High print quality
applications

UNMATCHED COLOR AND INK CAPABILITIES

97%

WIDEST COLOR GAMUT

Reach up to 97% of PANTONE range

P

SPOT COLORS

PANTONE matching spot colors that are mixed on demand



UP TO 7 COLOR STATIONS ON EVERY PRESS

Multiple layers of ink while switching separation order enables:

Wide color range

Sandwich printing

Different white opaqueness

Special effects including water marks

