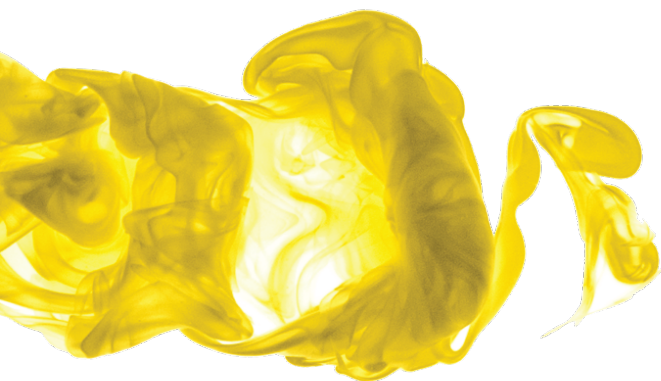
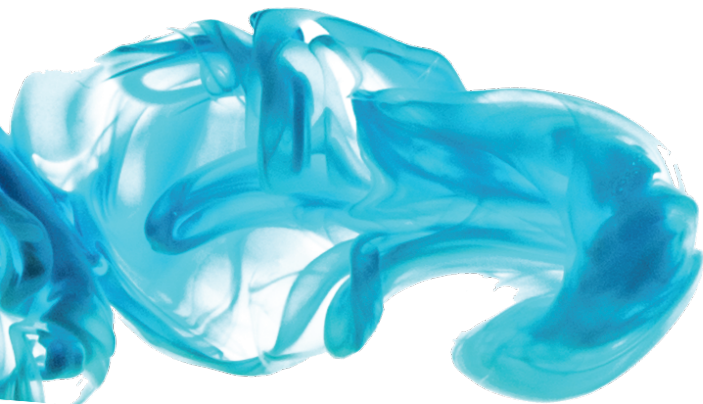




POSITIONING AGAINST  
**INKJET / HYBRID**  
DON'T GET DISTRACTED



# EXPERIENCE MATTERS

A lot of vendors are pushing that inkjet/hybrid is a proven solution. But HP Indigo has the longest track record, the most installs and continues to lead the market.

## INKJET/HYBRID OFFERS A LOT... OF LIMITATIONS

Competing in today's labels and packaging industry requires a lot of versatility – and inkjet/hybrid cripples your ability to deliver.

- Need compatibility with a wide range of substrates?
- Need outstanding print quality, a wide color gamut and great coverage?
- Need to deliver the new types of applications that are in demand?



INKJET/HYBRID  
CAN'T DO THAT

## SOMETIMES THE BEST OPTION IS THE MOST OBVIOUS ONE

A vendor saying a press can do something is one thing. But HP Indigo has been doing it time and time again, with the expertise to make sure you can, too.



# NEW IS NOT ALWAYS IMPROVED

HP Indigo's unique digital technology is the preferred choice of brands large and small and the choice of converters for over 20 years. LEP provides the best quality and most versatility. And with the widest ink portfolio in the industry, HP Indigo ElectroInks enable an impressive array of specialty inks and spot colors.



# LEP TECHNOLOGY DRIVES OUR LEADERSHIP

Offering possibilities, instead of limitations.

With HP Indigo **LEP** (Liquid Electrophotography) technology, you get full control of every drop of HP Indigo ElectroInk from the starting point until it reaches the media, in a consistent and predictable way. This technology is the best for label converters, offering unmatched color and Ink capabilities, the widest media and application versatility, high coverage printing and the highest speed for high quality print applications.

# WITH HP 'S INDIGO LEP TECHNOLOGY YOU WILL ALWAYS BE A STEP AHEAD



Take on jobs that competitors have to turn away – right from day one.



Offer a flexible color system and print on any surface.



Use the widest on-press color gamut.



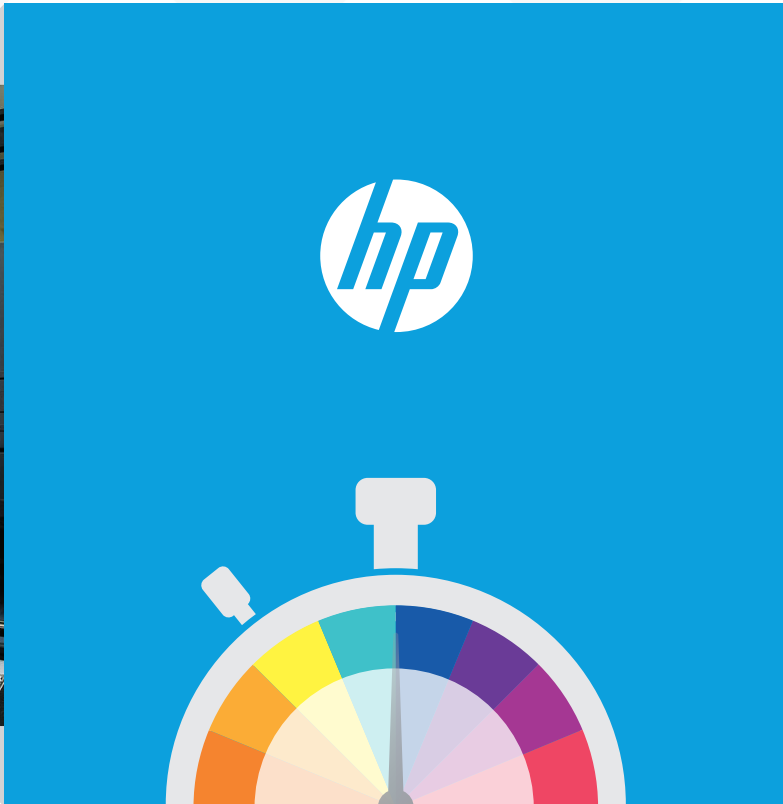
Design without limits and produce thousands of unique designs from one concept.



Protect your customers from the latest counterfeiting and security threats with the widest security solutions.



True offset quality.





BE A STEP  
AHEAD

# Customers all over the world are **printing** with HP Indigo

HP Indigo has the largest digital printing  
install base in the world:

Over 8000 HP Indigo Digital Presses installed worldwide



2476  
North America



597  
Latin America



2813  
EMEA



2146  
Asia



Who else  
has these numbers?

