EVERYTHING CAN BE MADE MORE EFFICIENT

TIME IS THE ONLY THING THAT MONEY CAN’T BUY.

Moving some jobs from flexo to HP Indigo could make you much more EFFICIENT AND PROFITABLE.

Improving your efficiency TODAY opens opportunities TOMORROW.

THE LABEL MARKET IS GROWING. DIGITAL IS GROWING EVEN FASTER.

Now is the best time to invest in HP Indigo.

WE DON'T WAIT 4 YEARS TO INNOVATE, WE INNOVATE ALL THE TIME.

TIME IS MONEY, WAITING IS EXPENSIVE.
Successful Label Corp.

**Anytown, USA**

**The opportunity**

Successful Label Corp is a profitable and growing label business. Three and half years ago they purchased an HP Indigo WS6800 that grew the digital portion of their business to $4M in revenue. Recently, they have been considering buying a new HP Indigo 6900 to handle the increasing printing demand.

A full business review performed by the HP Indigo team, has shown that they could move more flexo work to digital, retire two older flexo presses and have a quick payback on their investment.

The result

- $1.65M revenue in YEAR 1
- $321K positive cashflow in YEAR 1
- $2.87M positive cashflow in YEAR 5
- PAYBACK for press and finishing (no growth) in 21 MONTHS

Putting off a decision to become more efficient can have long lasting impact on your business.

Anna Log Labels

**Flexoville, USA**

**The opportunity**

Anna Log Labels is a small, but profitable label company. They manufacture 8 label jobs per day on one shift, using their 4 older gear driven flexo presses.

With an annual revenue of $4.5 million they have not been meeting their growth targets. And to do so they have been considering upgrading their flexo presses but have been hesitant due to the cost of the equipment and perceived risk.

Nevertheless, after a full job basket analysis performed by the HP Indigo team, they are ready to act.

The result

- $700K in revenue and $55K positive cash flow in YEAR 1
- $1.1M in revenue and $265K positive cash flow in YEAR 2

*These are estimates based on HP Indigo business modeling. HP Indigo makes no guarantees of savings, costs or cash flow.

Example Graphics, Inc.

**Anytown, USA**

**The opportunity**

Example graphics has been struggling to grow, sacrificing margins down to dangerous levels in order to win new businesses.

They have been outsourcing labels jobs to a local label converting company even though their label portion of their business has quickly grown from $0 to over $400K per year. Their executives know the label market is growing and more of their customers need labels.

A full analysis performed by the HP Indigo team shows that by bringing in-house a previously operated HP Indigo Digital Press and finishing equipment from an HP Partner they will grow and make more in the first year than they are already jobbing.

The result

- $18K savings, after all expenses in YEAR 1
- $183K cashflow in YEAR 2

*These are estimates based on HP Indigo business modeling. HP Indigo makes no guarantees of savings, costs or cash flow.

Example Graphics, Inc. Buying HP Indigo & Digital Press and ABG finisher enables:

- Hire 2 full time head count only.
- 30 hrs per month print time.
- 25% growth per year.

Previously Operated HP Indigo Digital Press Opportunity