

THE COLOR OF SUCCESS IS HP INDIGO

Gain the competitive edge with HP Indigo ElectroInks



If it can be imagined, **IT CAN BE PRINTED.**

Our world is colorful. However, it goes beyond simply images and text on paper. Print is much more than that and you understand it. Today, it is a medium where anything which can be imagined, can be designed. More than the knowhow, it's about the 'wow'.

Let's stake claim to this bold new world where opportunities thrive and limitations wither. With HP Indigo ElectroInks. Flexible and precise, they let you give your customers the precise color or shade they seek.

Along with exceptional effects which embellish, enhance, and protect. Making both personalization and brand identification much more powerful, and simple.

Deliver high-impact messages in every detail by unleashing the amazing possibilities of HP Indigo ElectroInks. Wow and inspire your customers by never before seen innovation in print; and make your business stand out while propelling growth.





WORDS DON'T PAINT A PICTURE

COLORS DO

Take the most recognizable brands in the world and you'll find them relying on color to boost recall and recognition. Besides being the single most important aspect in branding, color plays a huge part in purchasing decisions, influencing up to 85% of consumers' choices. By establishing an effective visual identity, brands are instantly able to convey a message to their consumers.

FLEX YOUR COLOR MUSCLES

Power up brand-building with HP Indigo ElectroInks. Fuelled by industry-leading access to an almost unlimited spectrum of colors, precise color matching, up to 7 color stations on-press and an extended off-press color gamut; which let you achieve any color - exactly.

Now you can meet any brand requirement and deliver consistent color every time. Add to that, all the time and cost saving benefits of a digital process and you're the strongest player in the market.





THERE'S LIFE BEYOND CMYK



officers under him. Some of the
chiefs of different parts of the kingdo
Others had special work to do—one to
hear all the lawsuits and to settle disputes,
another to command the army. Others
had to work in the king's household, to
wait on his wives and children, or to beat
the big drum to call the people when the
king wanted them, or to take care that
no one entered the palace unless the king
wished them to do so. But whatever their
work was, all the chiefs and officers and
people honoured and obeyed the king, and,
because in this way everyone was ready to
fight or to work for the king and the rest
of the nation, the Baganda were one of
the strongest and wisest of all the African
peoples.

The old dress of these people was a cloth,
not sewn, but simply twisted tight round
their body under their arms, and reaching
nearly to the ground. Sometimes it was
fastened also by a belt round the waist. The
cloth is made from the bark of certain trees
soaked in water and beaten hard for many
ys until it is soft and thin and strong like
een cloth. Their houses were round and
of reeds, with steep roofs which nearly
d to the ground. The smaller villages
y a few people in them, everyone

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There's life beyond CMYK.
HP Indigo ElectroInk

ORANGE, VIOLET AND GREEN.

Gain the added color potential of OVG with HP Indigo ElectroInk Orange, Violet and Green. This extra color range allows you to achieve accurate **PANTONE®** emulations, using the only **PANTONE®** licensed 6 and 7 color on-press solutions in digital printing - HP IndiChrome and HP IndiChrome Plus.

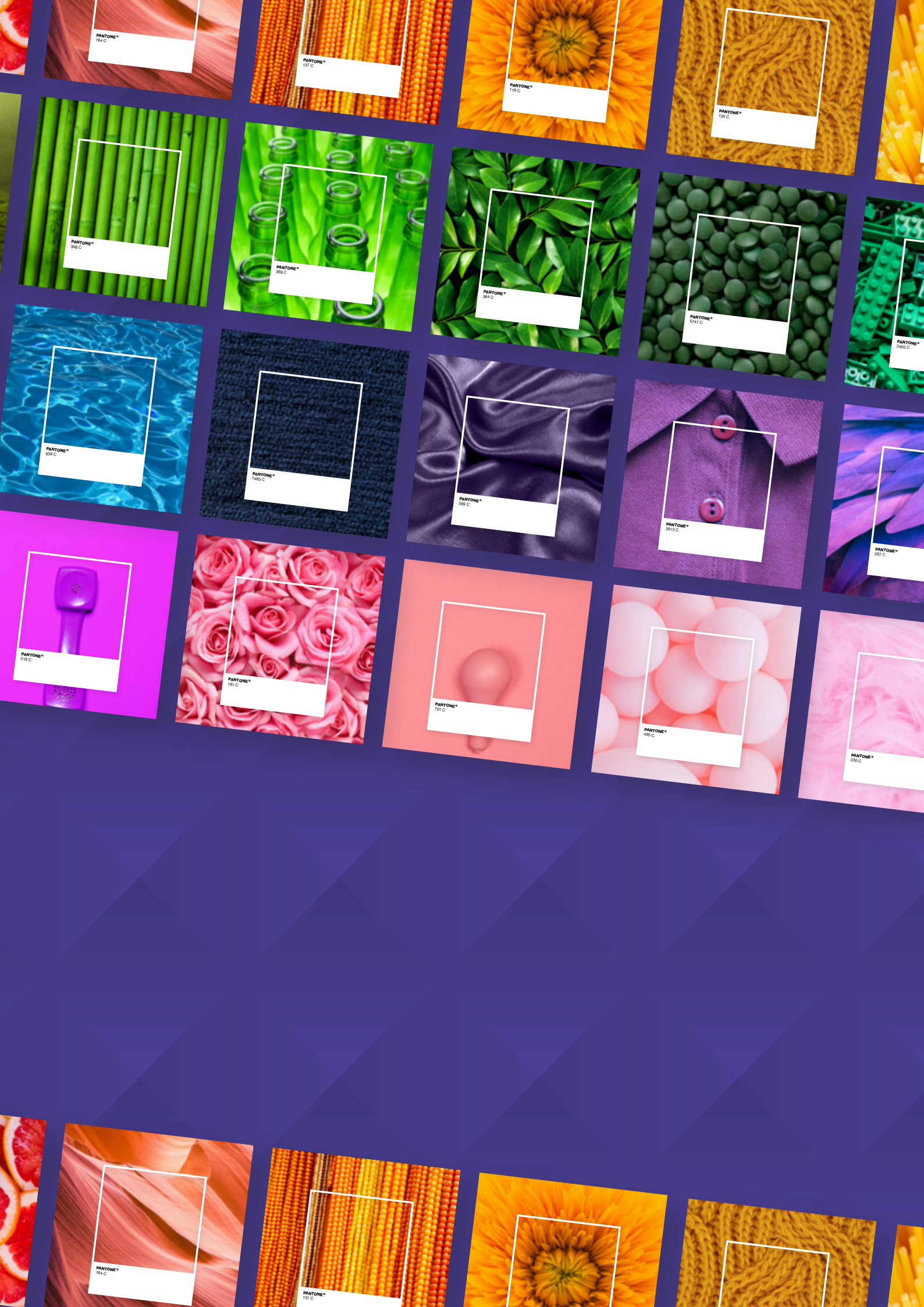
The highly accurate HP Indigo ElectroInk Orange, Violet and Green, allows you to create more colors on one press, while saving the extra work in ink preparation, replacement and wash-ups.




KENSINGTON
EXTRA-DUTY FELT
CHAMPIONSHIP TENNIS BALLS
Set of 3
DURABLE | BEST QUALITY | ALL-PURPOSE
KENSINGTON
EXTRA-DUTY FELT
PANTONE®
809 C

It's game, set and Match when it comes to *Spot Colors*

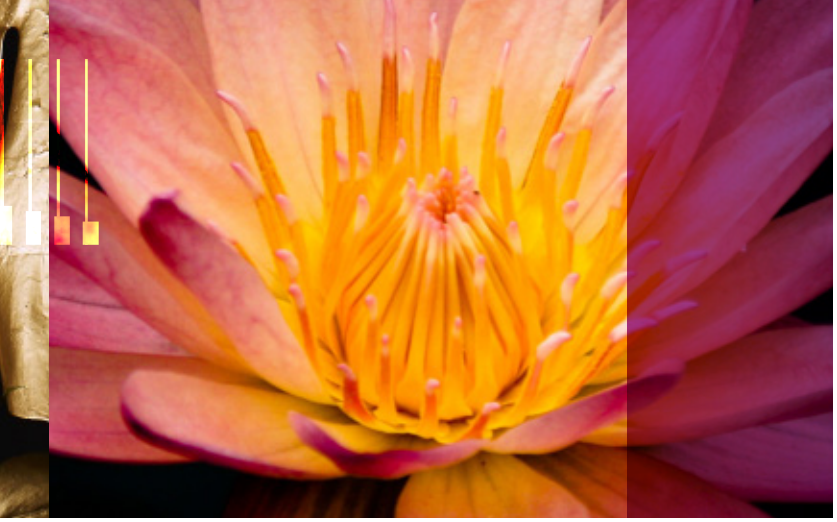
Change the game by positioning yourself as the color expert. Specific brand colors are sometimes outside the gamut of CMYK OGV. Which is precisely where you get to play advantage! With HP Indigo you can either self-mix custom colors off-press, or order PANTONE® licensed spot colors, matched to any swatch or color sample on specified substrates. This ability unique to digital print and exclusive to HP Indigo; is a true game changer, letting you satisfy even the most demanding customers with an accurate, smooth and consistent look.


PANTONE®
164 C
PANTONE®
137 C
PANTONE®
116 C
PANTONE®
130 C
PANTONE®
368 C
PANTONE®
369 C
PANTONE®
364 C
PANTONE®
5747 C
PANTONE®
3405 C
PANTONE®
639 C
PANTONE®
7483 C
PANTONE®
268 C
PANTONE®
2613 C
PANTONE®
267 C
PANTONE®
219 C
PANTONE®
191 C
PANTONE®
701 C
PANTONE®
495 C
PANTONE®
230 C



THE COLOR OF money

Print fewer process colors and save on hits to make jobs more profitable. HP Indigo's unique 11-color process brings 97% of the **PANTONE®** color range into your reach. Self-mix or order from HP Indigo Ink Mixing Services to get the exact tints, shades, and hues you're looking for. It speaks volumes about your color expertise and distinguishes your business from the competition.



GOD AND JOY LIE IN THE **DETAILS**

The world may be more technical than ever before, but many consumers seek the tactile joy of printed catalogs and direct mail. To see, hold and experience for themselves. With accents and embellishments which engage and provide the sensory encounter they seek. It's these little extras that get the message across better and make print feel heavenly.

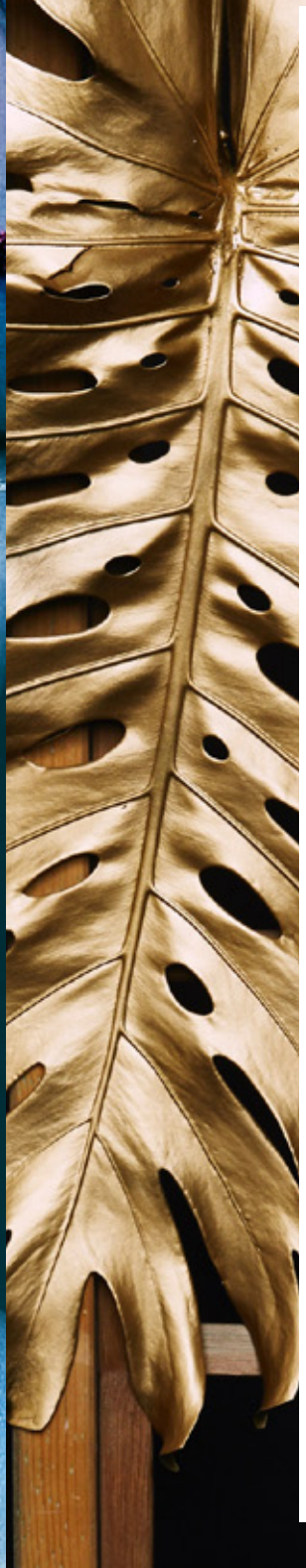
BE SPECIAL WITH SPECIAL EFFECT INKS.

HP Indigo ElectroInks generate exceptional engagement for print customers by facilitating the feeling of touch they desire. Digital embellishments created with these inks makes your printing premium, memorable and attract high-value customers who want something which is a cut above the rest.












Naturalis
PLUM FRUIT
Sparkling Garnet
350ml
Naturalis
GARNET FRUIT
Naturalis
PEACH FRUIT
Sparkling Peach
350ml
Naturalis

All that shines is Print.

HP Indigo ElectroInk

SILVER

ElectroInk Silver is versatile enough to let you create spectacular metallic effects for virtually any application. Give print an extra shine by metallizing a wide range of rainbow colors as well as silver and gold, in one fully digital printing process.

Add a splash of shimmer here, a dab of glimmer there and open up your business to high-value, premium-design jobs where dazzling creatives and eye-catching details are all the rage.




HAPPY
BIRTHDAY!



GRAB THEM BY THE EYEBALLS.

HP Indigo ElectroInk Fluorescent

Pink, Yellow, Orange and Green.

Whispering doesn't work when you need to shout. Whether it's packaging that jumps off the shelf or messaging that leaps off the page, these inks provide luminous colors that are unmissable.

With HP Indigo ElectroInk Fluorescents you can deliver the eye-catching vibrancy which ensures that your customers' products and messages are noticed, fast. Even when lights go out, these inks create excitement, with their glow-in-the dark capability.




Obscene
EAU DE PERFUME
Obscene
EAU DE PERFUME
Obscene
EAU DE PERFUME



POP DETAILS *with* RAISED PRINT

HP Indigo ElectroInk TRANSPARENT

Add a new dimension with raised print that lifts the message or design embellishments above the substrate's surface. High-value marketing promotional materials can now be markedly improved with transparent spot, flood or textured effects; under an all in one printing process.

Give your corporate customers a distinguished edge, creating digital watermarks with a delicate translucent effect on the printed sheet; which is excellent for strengthening corporate identity and security.


YOU'RE INVITED TO
THE WEDDING OF
JACK
&
MAY
JANUARY / 01 / 19
09.00 - 12.00
B building 3rd fl.
NYC
SAVE THE
MERRY
Christma
&
HAPPY NEW Y
GINSLINGER
IMPORTED / IMPORTÉ

NOTHING IS AS

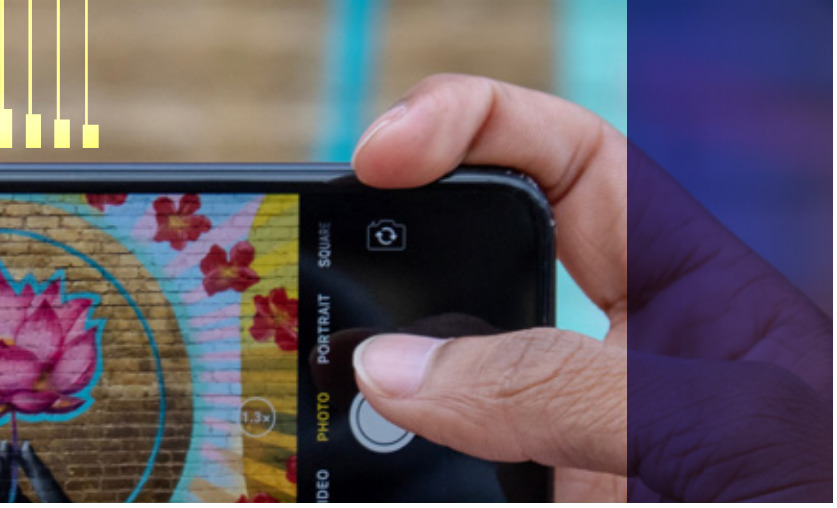
GLOSSY.

HP Indigo ElectroInk DIGITAL MATTE



Sophisticated and alluring, HP Indigo ElectroInk Digital Matte is perfect for creating a varnished look on an entire piece, or highlighting one design element to contrast with the rest; while adding depth to the design. The classy look of matte ink on glossy media never fails to impress.

Graphic designers love it for its creative possibilities, while customers marvel at its outstanding artistic appeal. Plus its lower in cost for short runs and requires less press time compared to offset spot varnishes. All in all, brings a truly competitive advantage to your print business.



SMART PICTURE

PRINTING FOR THE ERA OF **SMARTPHONES.**

In the days of film cameras, each image was a mystery waiting to be exposed. Today armed with smartphones at all times, billions of people take trillions of photos each year. This creates a whole new era for photo printing. With high expectations set through digital consumption, where every image can be tweaked to perfection, consumers expect nothing less when it comes to print.

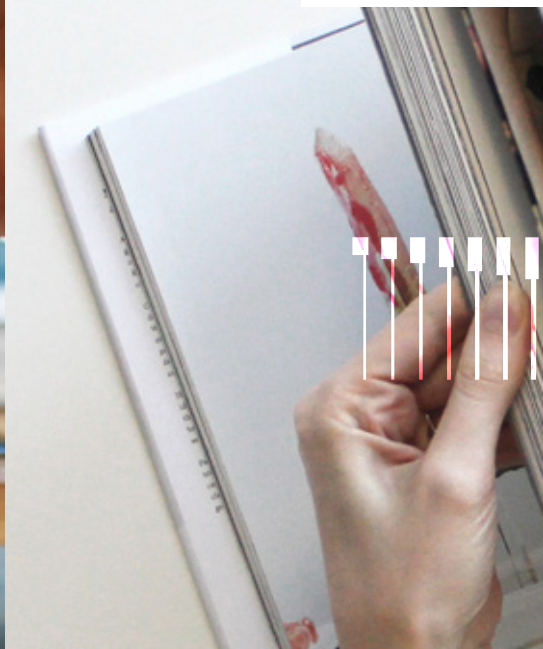





HDR











AMATEUR IMAGES. PROFESSIONAL FINISHING.

PHOTO-ENHANCING INKS

Take complete control of every photograph and deliver smooth images with no visible dot structure at any viewing distance, along with richer, deeper colors. Using HP Indigo digital printing and photo-enhancing HP Indigo ElectroInks, you can achieve silver halide quality without the hassle, time or waste of a chemical process. Even the untrained eye will appreciate the quality and value in pictures that present a true-to-life visual experience.

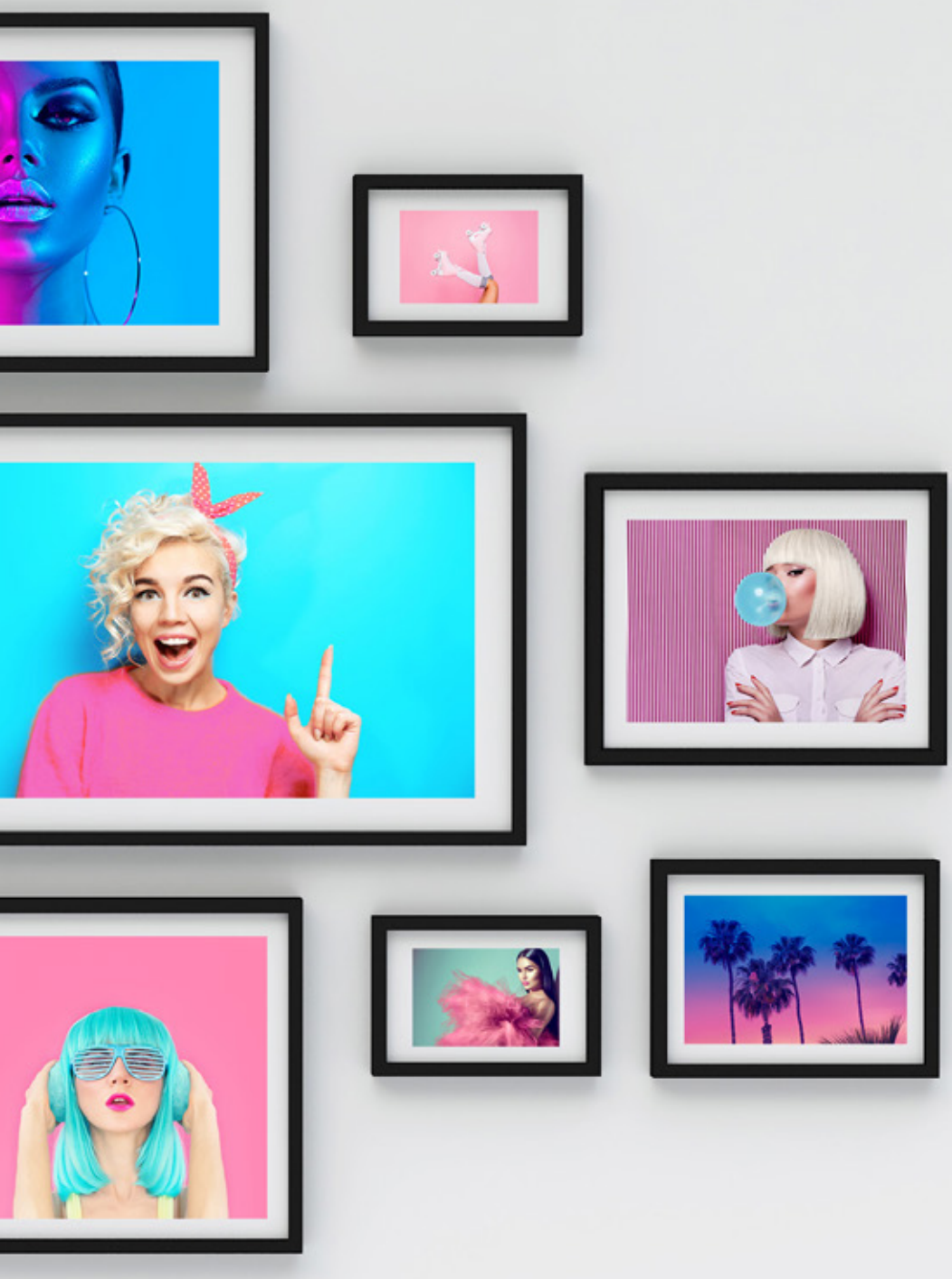


THE **NEW**
BLACK.
HP Indigo ElectroInk
LIGHT LIGHT BLACK.

Black and white are colours too. And it's equally important to get the colors just right in black & white pictures. HP Indigo ElectroInk Light Light Black gives each print a totally natural look, with smooth highlights and no rosettes in the darker parts. It is equally adept with color images, stabilizing near gray areas and smoothing dark areas for pictures, completely free of visible color dots. It is so effective that some call it 'a life changer'.

The secret to realistic, memorable photo prints is in its detailing. And for that you need to print each part of the image as it should be. With HP Indigo ElectroInk Light Cyan and Light Magenta you can enhance the quality of photo specialty products exactly where needed.

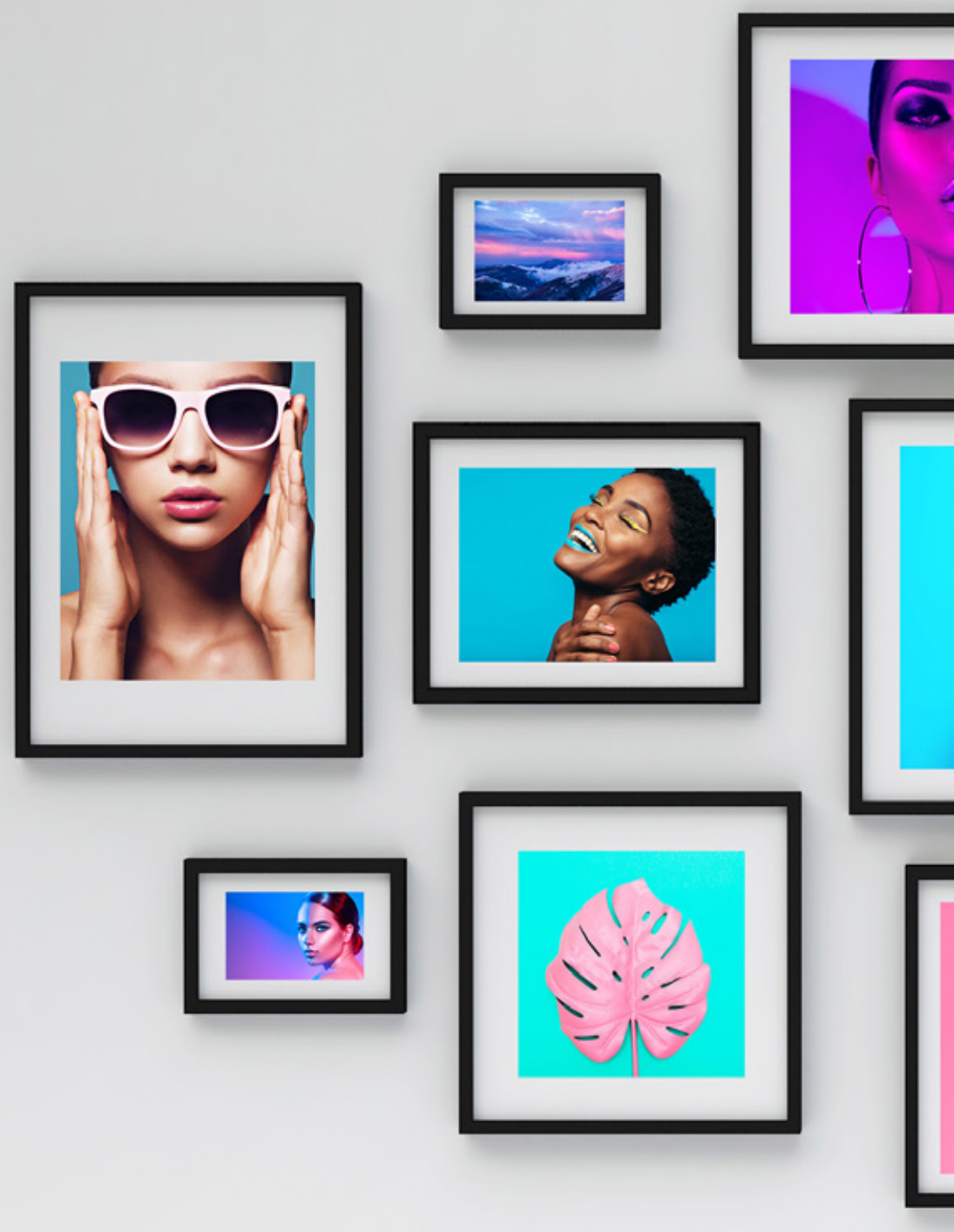
ElectroInk Light Magenta is excellent for facial images, particularly for smoother skin tones. While ElectroInk Light Cyan creates deeper saturated colors, for instance in making sky images look divine. Used together or alone, these accentuating colors take you as close to perfection, as you ever will.



PICTURE. Perfect.

HP Indigo ElectroInk

LIGHT CYAN AND LIGHT MAGENTA.

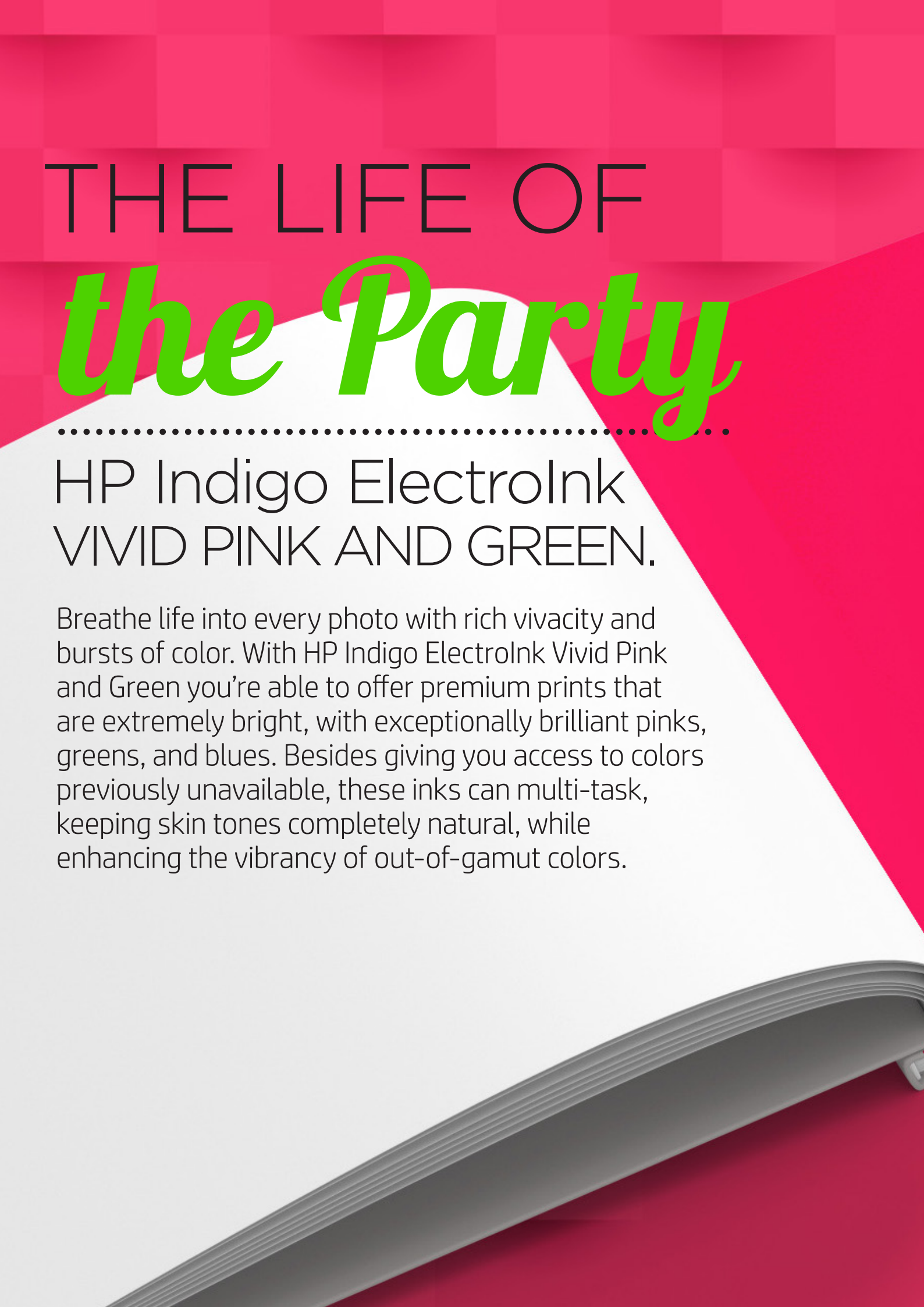


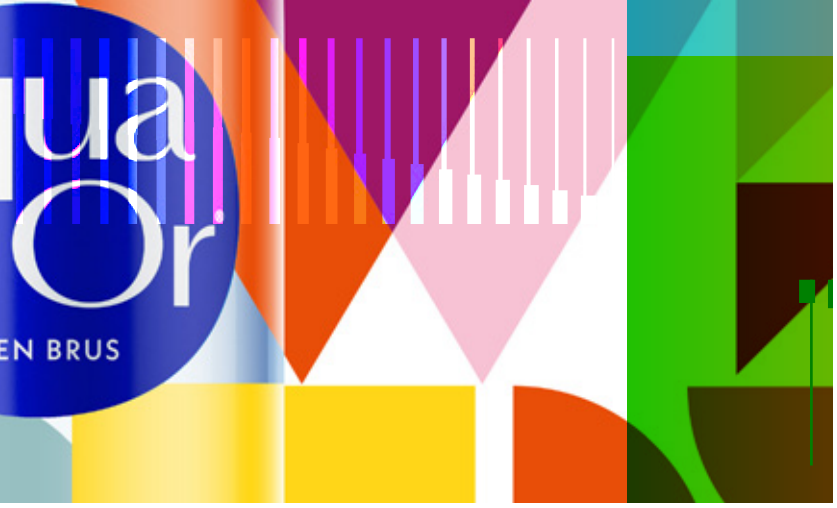


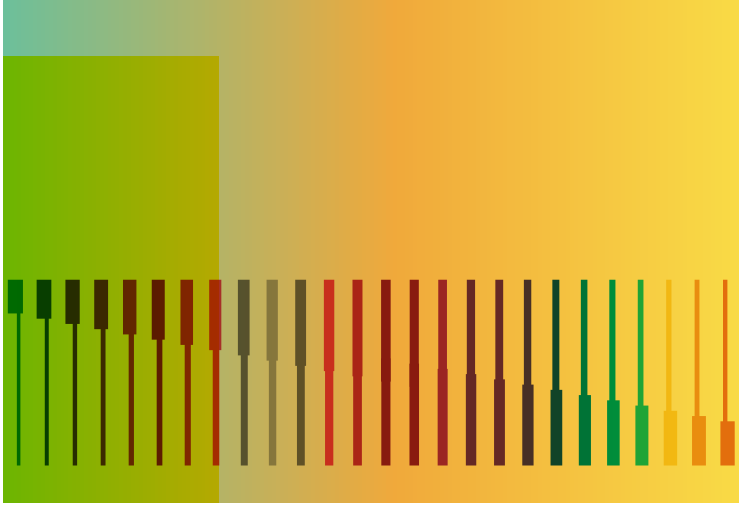
THE LIFE OF *the Party*

HP Indigo ElectroInk VIVID PINK AND GREEN.

Breathe life into every photo with rich vivacity and bursts of color. With HP Indigo ElectroInk Vivid Pink and Green you're able to offer premium prints that are extremely bright, with exceptionally brilliant pinks, greens, and blues. Besides giving you access to colors previously unavailable, these inks can multi-task, keeping skin tones completely natural, while enhancing the vibrancy of out-of-gamut colors.



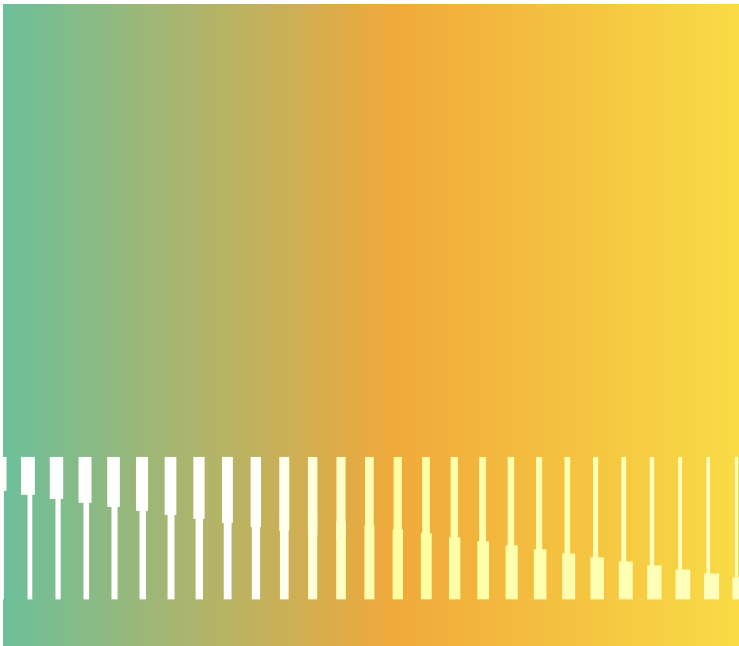




RAISE
YOUR STATUS
ABOVE THE QUO

Take it upon yourself to take print further than it's ever gone before. Lay claim to the untapped world of opportunity at your door, driven by demand for added-value functionality for consumer products and business collateral alike. There's so much more to print than just color and style. All it takes is a little imagination.



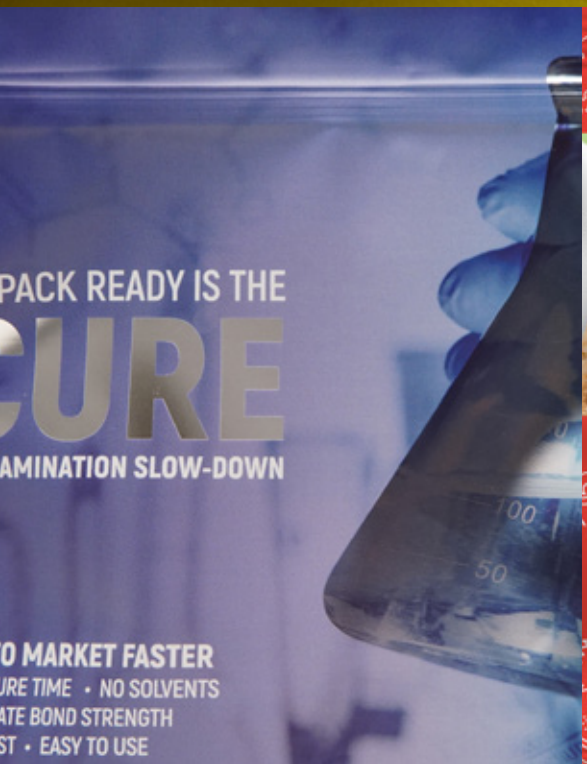



14.10.2020
SPAIN




Cookie It Up
Shorts
White Chocolate Cranberry
Chocolat blanc et canneberges
140 g




PACK READY IS THE
CURE
AMINATION SLOW-DOWN
O MARKET FASTER
URE TIME • NO SOLVENTS
ATE BOND STRENGTH
ST • EASY TO USE


CRUNCHY
100%
FRESH & TASTY
FRESH & TASTY
SINCE 1986
COOKIES
Homemade
Chocolate Chip
YUMMY
NET WT 1.28 oz (36g)





ADVANCE YOUR CAUSE.

ADVANCED INK FUNCTIONALITY.

Seize new opportunities well beyond your current print business with HP Indigo ElectroInks. There's security printing, brand protection, new applications for bottles, scratch cards and so much more. Our advanced functionality inks are more than just pigments – they are growth drivers. Armed with which, you can take customers and your business the distance, whilst driving creativity, engagement and profit.




hello summer
I SUM MER

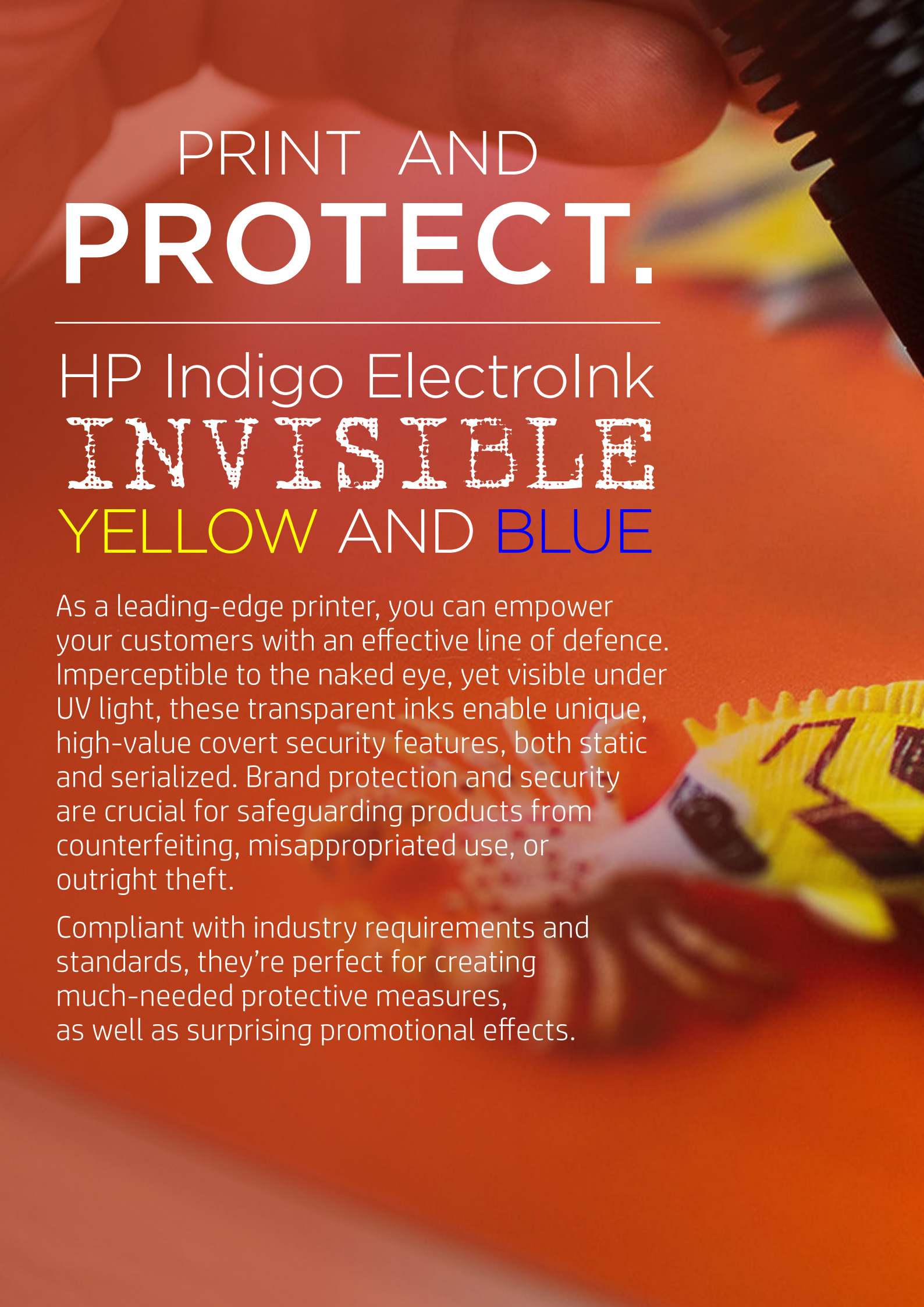
MAKE AN **IMPRESSION.** MAKE IT **LAST.**

HP Indigo ElectroInk **FADE RESISTANT** YELLOW, MAGENTA AND ORANGE



Outdoor applications pose many tough questions. With HP Indigo ElectroInk Fade Resistant Yellow, Magenta and Orange, you have all the answers. A full CMYK OVG ink set specially designed for outdoor use, offers excellent fade resistance and a high level of lightfastness in open-air conditions; to ensure prints continue to make a lasting impression in any environment.





PRINT AND PROTECT.

HP Indigo ElectroInk INVISIBLE YELLOW AND BLUE

As a leading-edge printer, you can empower your customers with an effective line of defence. Imperceptible to the naked eye, yet visible under UV light, these transparent inks enable unique, high-value covert security features, both static and serialized. Brand protection and security are crucial for safeguarding products from counterfeiting, misappropriated use, or outright theft.

Compliant with industry requirements and standards, they're perfect for creating much-needed protective measures, as well as surprising promotional effects.


TEAR HERE TO OPEN
COCONIBS
SUGAR-FREE
DEHYDRATED COCONUT CHIPS
GLUTEN-FREE | VEGAN FRIENDLY
TEAR HERE TO OPEN
COCONIBS
DEHYDRATED COCONUT CHIPS
GLUTEN-FREE | VEGAN FRIENDLY
340G
A108577

The WHITE to keep you in THE BLACK

HP Indigo ElectroInk **Premium White.**

Not all whites are created alike. HP Indigo ElectroInk Premium White increases productivity by achieving outstanding brightness and white opacity in half the hits; for what has been called the 'best white possible'. Ideal for labels, commercial and packaging prints – up front or as image backing; it has a powerful impact on sales, as well as an overall quality of work.




Puralait
FROGGY'S
probiotic drink
PEACHES
Puralait
FROGGY'S
probiotic drink
PLAIN WITH OATS
Puralait
FROGGY'S
probiotic drink
BLUEBERRIES

IT'S a WRAP for others.

HP Indigo ElectroInk **White for sleeves.**

The only one-pass digital process for shrink sleeve printing is here, with the high-slip HP Indigo ElectroInk White for Sleeves. You'll see the same appearance, opacity and whiteness as with the basic HP Indigo ElectroInk White, while benefiting from vastly improved shrink sleeve converting efficiency. Containing wax-based additives instead of silicon, these inks reduce the coefficient of friction (CoF) and eliminate the need for additional special high-slip varnish. The CoF level stabilizes without additional processing, so you'll save even more with the ability to slit and seam during the stabilization time.







SAY *yes*, ASK LATER.

HP Indigo ElectroInk Primer

What if a customer requests an application that has special media requirements? With HP Indigo ElectroInk Primer, your answer can almost always be “yes!” Using this unique primer, you can print on an extended range of substrates, including standard offset stock and specialty papers. And that’s over and above the more than 3000 media types already certified for HP Indigo commercial presses.

The Digital Front End (DFE) selectively applies the ElectroInk Primer as an ink, laying it down only in the areas with images. The results? Digital print quality, flexibility and efficiency on off-the-shelf stock substrates, with improved ink adhesion.



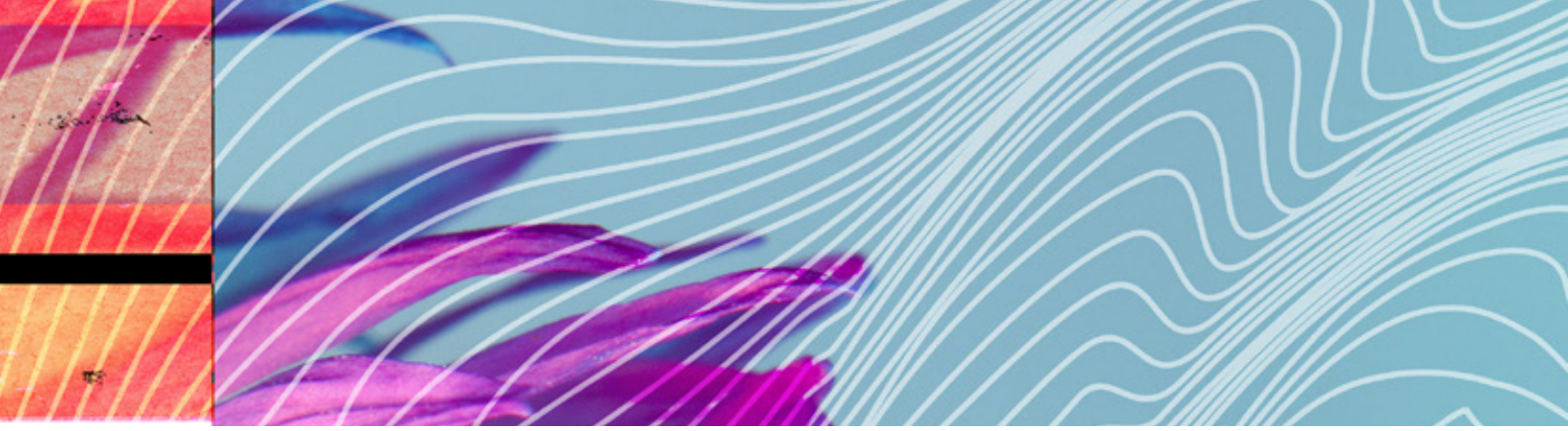

WE HAVE A SECRET
we're having twins!

FUN STARTS from SCRATCH.

HP Indigo ElectroInk EASY RELEASE.

Fun, engaging and totally functional, it is the only digital scratch-off solution around. When your customers are itching to print something exciting, HP Indigo ElectroInk Easy Release for scratch-off applications; fosters endless design possibilities on both the top layer that is rubbed away, as well as the bottom layer that is revealed. Give your customers a cost-effective tool for meeting promotional goals, increasing response and boosting sales. A winning combination you'll be happy to deliver every time.





IMAGINATION KNOWS NO **LIMITS.**

WHY SHOULD PRINTING HAVE ANY?

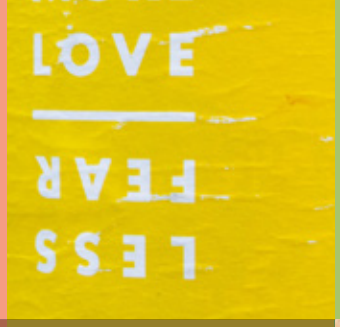
With HP Indigo specialty inks on your side, colors, substrates, functionality and special effects know no limits. Create a world of opportunity, guiding customers to new terrains and your business beyond the usual. Whether your customers want to blend in, stand out or protect their wares; rest assured you can print just about anything with your HP Indigo digital press.











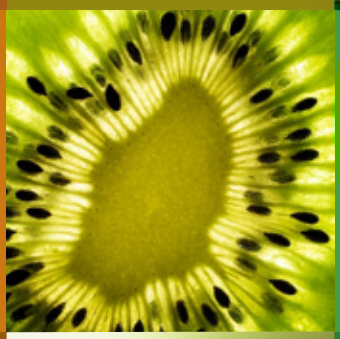


EXPLORE A SPECTRUM OF COLOR

with HP Indigo specialty inks



Discover HP Indigo ElectroInk Technology









Find out more: www.hp.com/Indigo-ElectroInk

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