



Digital technology is outgrowing analog every year.

Higher margins and growth in sales are waiting.

The playfield is not level, digital has the ultimate advantage.



GO FOR GROWTH  
GO FOR  
**INDIGO**

The digital industry is growing and will continue to grow.

Is your business growing fast enough?

So, what does it take to grow and keep up?

ARE YOU KEEPING PACE WITH THE INDUSTRY AND **GROWING FAST ENOUGH?**



The value of digital labels produced worldwide in 2018 was estimated to be \$11.5B and will grow to \$14.6B in 2022, a growth rate of 6.9% CAGR\*.

Times are changing and so are brand demands.

Trends are different and consumers demand more, they want to connect with brands. Things like personalization and customization are now expected, it's not an option.

\*source: The Future of Digital Print for Packaging to 2022 – Smithers Pira

HP Indigo is here with solutions that have been proving themselves for decades.

HP Indigo has the technology today to help you take advantage, grow and keep up.

The knowledge and experience to back it up.

It's a simple fact. HP Indigo brings more knowledge and experience than anyone else. And when you're implementing anything new to a business, it's that knowledge and experience behind you that will accelerate your ability to hit your business goals.

It takes speed. It takes unrivaled quality. It takes unlimited flexibility. It takes the ability to deliver new types of applications that brands demand - and consumers expect.

**IT TAKES HP INDIGO.**

**More than just a press. An end-to-end partner.**

True partnership is not about selling you a press and providing just enough support to run it. It's about helping you grow and backing you up on every level - from support, to training, to planning, to building your business.



Optional Fade Resistant Yellow, Magenta and Orange

Offer full CMYK + Orange for applications requiring fade resistance.



Fluorescent Pink, Yellow, Green and Orange  
Produce radiant, eye-catching colors that brighten up the color gamut.



Premium White  
Deliver bright white and an opaque white backing for enhanced colors on colored, metalized, kraft and clear substrates with fewer hits of white ink.



Real PMS Spot Colors  
Buy or mix, with the optional ink mixing station, PMS or custom spot color HP Indigo ElectroInks.



## Color your Label with HP Indigo ElectroInks

Enable an impressive array of specialty inks and spot colors. Adding a new dimension to your prints and seizing the potential for profitable growth.



HP Indigo Silver ElectroInk  
Metalize the color gamut and gain digital flexibility and the ability to deliver high-value applications, while saving on media costs.



OVG (Orange, Violet, Green)  
Achieve a wide on-press color gamut and highly accurate spot color emulations.

