Are you keeping pace with the industry and growing fast enough?

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.

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.

Go for growth. 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.

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.

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

Are your business growing fast enough?

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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.

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.

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

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.

Premium White
Deliver bright white and an opaque white backing for enhanced colors on colored, metallic, kraft and other 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.