

**Xpress Labels  
invests in a HP  
Indigo 6900 digital  
press**

**XPRESS  
LABELS ✓**



## CUSTOMER NEWS

# Xpress Labels invests in a HP Indigo 6900 digital press

*New narrow web press frees up capacity, save costs, and speeds up label production at the UK converter.*



Leading digital and flexo label provider, Xpress Labels, has invested in a HP Indigo 6900 digital press for its Aylesbury site, in order to reduce costs and speed up production.

With over 20 years of experience in the self-adhesive label industry, Xpress Labels offers high-quality labels with a range of finishes at short lead times.

Before investing in the HP Indigo 6900 digital press, Xpress Labels had been relying on a UV inkjet machine but encountered several technology and production limitations. In particular, the company found it challenging to provide food labelling solutions, as the UV inkjet inks had a strong odour and were not food-safe, limiting the services the company could offer.



Before investing in the HP Indigo 6900 digital press, Xpress Labels had been relying on a UV inkjet machine but encountered several technology and production limitations. In particular, the company found it challenging to provide food labelling solutions, as the UV inkjet inks had a strong odour and were not food-safe, limiting the services the company could offer.

Xpress Labels decided to test the cost effectiveness of HP Indigo technology, running a costing sheet alongside all production jobs printed across flexo and digital for several months. The data confirmed that 65% of the work the company produced was better suited to production on the HP Indigo 6900 digital press, making switch from UV inkjet digital and UV flexo a sensible and cost-effective decision for Xpress Labels.

Investing in the HP Indigo 6900 digital press also allowed the company to dedicate the machine to digital printing, creating greater capacity in its flexo department and avoiding making further investments on that side of the business. The new Indigo machine has not only increased capacity for Xpress Labels, but has also enabled the company to keep the same existing equipment and the same team. ‘Our new press is excellent,’ comments David Ross, managing director of Xpress Labels. ‘It means we’re able to put an end to the countless limitations we encountered with our old technology – the things that stopped our sales team in their tracks, like colour consistency and quality issues that cost us valuable production time. Now we’re seeing higher quality, shorter lead times, greater capacity and reduced production waste. What’s not to love?’ When asked about plans for the new press, Mr Ross adds, ‘We are talking to customers about the possibilities we’re now able to offer due to the capabilities of the new HP Indigo 6900 machine. We have the ability to upload artwork and print press proofs very quickly, giving the customer a realistic preview of what they can expect.’

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# Green Machine

*It's clear to me that in HP we have a partner that takes sustainability very seriously and that this is something deeply embedded in the company's philosophy, which will position us well for any challenges in the years to come*  
*Mr Ross Xpress Labels*

Sustainability was also a key concern for Xpress Labels, particularly as the UK emerges from the coronavirus pandemic. What's been clear to Xpress Labels amid this turbulent time, is that sustainability remains an important factor when it comes to labelling. This led the company to invest in HP Indigo technology.

The HP Indigo 6900 digital press is manufactured carbon neutral, and offers reduced production waste, a takeback program, and energy efficiency. 'It's clear to me that in HP we have a partner that takes sustainability very seriously and that this is something deeply embedded in the company's philosophy, which will position us well for any challenges in the years to come,' explains Mr Ross.

Going forward, Xpress Labels aims to use its newfound capacity and simplified production means to achieve exciting and innovative applications that were previously inaccessible.



# Future Focused

*The future winners will be those that are already starting to reimagine their factories and the way they operate.*



As the pandemic pushes digital trends to develop faster, businesses that once designed their digital strategy in one-to three-year phases are now needing to fast-track their initiatives. For most converters the digital journey starts with switching short runs from analogue to digital, but very soon they discover a whole new world of digital opportunities for growth.

The future winners will be those that are already starting to reimagine their factories and the way they operate. They will gradually adopt a digital-first mindset. This will involve workflow automation, use of multiple presses for short, medium, and long runs and of course, converting. This new model of operation is your 'Label factory of the future'.



# Future Focused

*Technological innovation, market-proven profitability and upgradable systems are crucial to future-proofing a label factory  
HP Indigo has a wide range of presses that are suitable for labels and packaging*

Technological innovation, market-proven profitability and upgradable systems are crucial to future-proofing a label factory. HP Indigo has a wide range of presses that are suitable for labels and packaging. The narrow web HP Indigo 6K is the leading digital press for labels, running at up to 60mtrs/min in one or two colour mode, with a 340mm width. The HP Indigo 6K Digital Press is the new model of the highly successful, high-versatility HP Indigo 6000 series. The press can print nearly any label and packaging application and add high value capabilities including high opacity white, silver ink for metallic effects, fluorescents, brand protection, and more. The HP Indigo 6K Digital Press is completed by the HP Indigo 8K Digital Press, which doubles the speed at up to 80m/min.

HP Indigo also has the HP Indigo 25K as the mid web press for production of labels, shrink sleeves, and flexible packaging, running at a width of up to 750mm and a speed of up to 42m/min. The HP Indigo 35K is the B2 press designed specifically for the short-run folding carton market, while the HP Indigo 15K is a duplex B2 press that enables commercial printers to take their first steps into light carton applications.





**Thank You**