

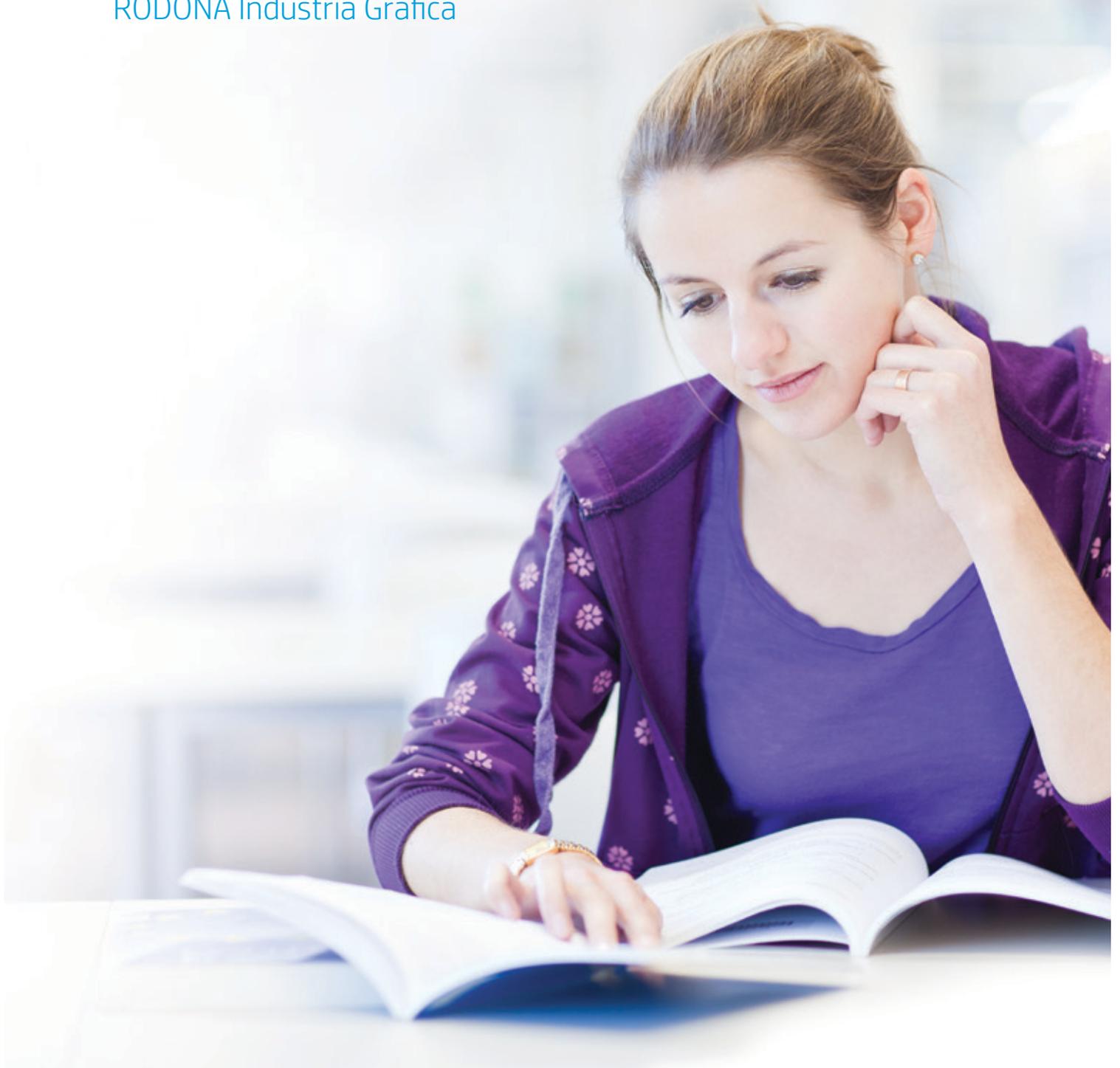
HP PageWide Industrial High Volume Commercial

Product Kiosk



“We didn’t just evaluate the HP PageWide Web Press T300, but we chose a company that was firmly committed to the technology. At that time it was HP, and time has shown that it was the right decision.”

– Alberto Senosiain, General Manager,
RODONA Industria Gráfica



Be our next success story!

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At HP, we have a history of driving customer success and providing the best possible experience. It starts with our strong technology leadership—including a 30-year pipeline of innovation built on the proven foundation of Scalable Thermal Inkjet Technology. We offer greater media compatibility and selection—now you can use nearly any off-the-shelf media, from matte to gloss, for your applications. We demand excellent output quality, including high color vibrancy and flatter laying pages. We provide you with a broad choice of products—all of which deliver high speed, even when printing on treated media. We deliver lower economics, with features and capabilities—like printing on lighter weight, low-cost stock—that help you save in the long term. And we protect your investments with an upgradability strategy that lets you upgrade today’s press with tomorrow’s state-of-the-art capabilities as they are introduced.

Join the legion of successful print providers who are demonstrating their technology leadership by installing HP PageWide Web Presses. Our customers have learned that by adopting HP scalable thermal inkjet technology, they are investing in a printing platform that is seamlessly upgradable and predictable. The HP PageWide Web Press is a versatile printing platform, delivering uncompromising print quality and high-efficiency workflows that empower you to do more and achieve more.

This magazine is an example of how all of these things come together with HP. This single publication shows the many ways we can partner with you. Our traditional narrow-width and unique wider-width formats, combined with a broad choice of papers, give you the best path forward to help you grow your business!

Produced cover to cover on an HP PageWide Web Press, this magazine is a real-life example of the uncompromising quality you can achieve for your business and your customers. We chose a magazine format because it exemplifies how HP customers around the world use high-speed inkjet to create short-run targeted magazines that meet quality requirements and tell their customers’ stories. It features our HP marketing collateral – because collateral is a powerful tool for any business – and it showcases how magazines can also be used to create new revenue streams in a variety of verticals.

HP delivers the solutions that enable your business to transform and grow. We are committed to helping you take on more jobs, more customers, and more opportunities. We look forward to working with you and seeing more growth for your business.

Eric Wiesner

General Manager
HP PageWide Industrial Division



HP PageWide Web Press T400 HD Color series

Your high-volume, high-quality, versatile,
digital inkjet printing press



Opportunities abound with the HP PageWide Web Press T400 HD series—a digital production printing press designed for a broad range of applications.

Produce outstanding quality—with fine grain, smooth skin tones, and incredible shadow detail. Do more, and still meet tight turnaround times with the most productive press on the market¹—produce over 8700 full color pages per minute.² Unleash the power of digital and make every page unique. This press is designed for upgradability, so your investment is protected against future technology advances.

Outstanding image quality—print a broad range of applications

HP High Definition Nozzle Architecture (HDNA) completely raises the bar in digital color quality, using 2400 nozzles per inch native resolution and dual drop weight to deliver image detail like never before. The result: image quality ideal for demanding applications in publishing, direct mail, and commercial print.

- See outstanding image quality with smooth skin tones and incredible shadow detail with HP HDNA's 2400 nozzles per inch native resolution and dual drop weight
- Produce top notch results with continuous alignment — the press continuously monitors and actively adjusts color to color registration to provide consistent quality throughout a run
- Deliver uncompromising color consistently with HP's set of on-press and pre-press color management tools, including the HP SmartStream Color Studio
- Maximize your press's production availability with easy, automated quality control features. The HP PageWide Web Press T400 HD family provides multiple ways to check quality during a print run, including the optional HP Quality Image Check Vision System, which monitors nozzle health by selectively comparing the RIP output to the printed image.

¹ Productivity based on internal HP testing and methodology compared to color inkjet presses currently installed for publishing, direct mail, and commercial printing as of March, 2016.

² In Performance mode



“With the HP PageWide Web Press T490 HD, we’ve got the print quality and production speed to expand into high-end color trade books and photo books, brochures, magazines, and retail catalogs. Our customers tell us they can’t believe that it’s digital printing. This is a real breakthrough into the offset world”.

– Giovanni Antonuzzo, CEO, Rotomail Italia S.p.a



World-class digital productivity¹ with HP HDNA technology

Take on more jobs and print them faster with unprecedented color digital performance—enabling profitable short and mid-run jobs. Revolutionary HP HDNA delivers reliable printing at amazing speeds, producing over 500,000 pages per hour in full color in Performance mode.³

- Accelerate your performance and meet demanding turnaround times with incredibly fast productivity in Performance³ and Quality⁴ modes
- Make easy work of high production volume with up to 210 million images per month duty cycle⁵
- HP HDNA thermal inkjet technology with 8X nozzle redundancy delivers reliable production quality
- Multi-roll printing with optional zero speed splicer enables profitable high copy count production runs
- Provide mass customization — make every page unique and print at full press speeds with HP SmartSteam Elite Production Print Server



		HP PageWide Web Press T490 HD	HP PageWide Web Press T480 HD	HP PageWide Web Press T470 HD
Max Speed	Performance mode ³	305 m (1000 ft) per minute	244 m (800 ft) per minute	183 m (600 ft) per minute
	Quality mode ⁴	152 m (500 ft) per minute	152 m (500 ft) per minute	152 m (500 ft) per minute
Max Duty Cycle	Performance mode ³	200 million images per month	170 million images per month	137 million images per month
	Quality mode ⁴	118 million images per month	118 million images per month	118 million images per month

Grow your application and business reach

Watch opportunities increase with this press. Its amazing versatility enables more profitable printing on a wide range of applications and media types. Add more value to your clients with 100% variable data digital inkjet printing. Expanded dryer configurations, with user-selectable Performance³ and Quality⁴ modes, allow flexibility to produce jobs that drive business growth.

- With a 42-inch web width, your application options are virtually unlimited—take on posters, banners up to 108 inches, journals, books, catalogs, magazines, direct mail, commercial print, newspapers, and more
- Produce high-quality prints on every category of media, including matte and gloss offset coated media with HP Priming Agent and offset uncoated media with HP Bonding Agent
- Greater choice—work with a broad range of HP ColorPRO Technology enabled and compatible inkjet papers
- Scalable drying capacity—print at fast speeds and high coverages on an expansive selection of paper types, including offset coated media

Smart investment can enable profitable growth now and in the future

With HP HDNA, HP proves again that it is the smart investment for web press solutions. HP has a proven track record of upgrading existing customer presses, allowing them to benefit from technological advancements and profit from new functionality. Existing HP customers are invited to upgrade their current web presses to HDNA.

- Reliably deliver quality suitable for a broad range of applications at attractive economics
- No click charges—optimize output while controlling costs with HP; pay only for the consumables you use
- Upgrade ramp-up support to boost productivity; business development support to fuel business growth
- Upgradable solution grows with your business — Upgrade to faster speeds, more drying capacity, more DFE processing power— get what you need today and scale capacity with your business

¹ Productivity based on internal HP testing and methodology compared to color inkjet presses currently installed for publishing, direct mail, and commercial printing as of March, 2016.

³ Performance mode delivers high quality using single (or high) drop weights.

⁴ Quality mode delivers the highest quality using dual drop weight nozzles.

⁵ A4-sized equivalent images.



Introducing a new era of quality and productivity—and more—with HP HDNA technology

Significantly boost productivity, extend your application reach, deliver outstanding quality, and ultimately transform your business with revolutionary HP High Definition Nozzle Architecture (HDNA) on HP PageWide Web Presses.

Advancements enabled by HP HDNA deliver visibly superior image quality compared to existing HP Inkjet Web Presses. Enhancements, including 2400 nozzles per inch native resolution, built-in nozzle redundancy, and continuous alignment deliver the outstanding quality required of demanding applications, such as color trade publications, medical texts and journals, and high-end retail brochures and catalogs.

Choose the HP PageWide Web Press that best meets your needs today—in terms of format size, speed, duty cycle—and scale capabilities as your business grows. All HP HDNA enabled presses improve economics through greater print efficiencies—reduced chip out, minimal gap, and the ability to print on-ramp. This technology also offers investment protection. Upgrade your existing press to HP HDNA today and rest easy knowing this HP PageWide Web Press T400 HD series will continue to benefit from future innovation.

Eco highlights

- Reduce waste with digital on-demand printing
- Water-based HP inks—no hazard warning labels
- No HAPs intentionally added*; non-flammable and non-combustible**
- Very low VOC emissions***
- Free and convenient printhead recycling****
- Ink drums are material recyclable

To Learn more:
hp.com/ecosolutions
hp.com/recycle



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

* Hazardous Air Pollutants (HAPs) may be present at extremely low levels (< 0.1%) according to EPA Method 311.
 ** Not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per US Environmental Protection Agency Method 1020 and the flash point is greater than 110°C.
 *** Actual results may vary depending on operating conditions. Consult local authorities regarding Volatile Organic Compound (VOC) regulations in your area.
 **** Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability.

High-touch, high-tech solutions customized for your printing success

HP solutions expertise can help shorten your path to success and sharpen your competitive edge. HP's solutions architects will work with you to determine your end-to-end requirements, and to discuss a solution customized to meet the specific demands of your business.

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.

HP's digital leadership—taking your business into the future

Transform your business today. HP's latest series of PageWide Web Presses include game-changing HP HDNA technology that not only enhances your product offering, but also changes the way you serve your customers. When you partner with HP—a leader in digital printing technology—you gain the support and backing of an industry powerhouse. Plus you create a distinct advantage for your business as you leverage HP's decades-long technology development, 4500 patents in the last 10 years alone, and significant R&D investment to drive continued innovation.

Reinvent your operations and business

PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability

Technical Specifications

	HP PageWide Web Press T490 HD	HP PageWide Web Press T480 HD	HP PageWide Web Press T470 HD
Throughput	Up to 305 m/min (1000 ft/min) ³	Up to 244 m/min (800 ft/min) ³	Up to 183 m/min (600 ft/min) ³
Max Duty cycle	200 million mono/color images per month at 305 m (1000 ft) per minute ⁶	170 million mono/color images per month at 244 m (800 ft) per-minute ⁶	137 million four-color images per month at 183 m (600 ft) per minute ⁶
Media	Handling: Tight web continuous roll fed Paper width: 406 to 1067 mm (16 to 42 in) Media Weight: 40 to 350 gsm, 30-lb text to 130-lb cover ⁷ Media types: Wide range of standard uncoated offset media, inkjet-optimized coated media, ColorPRO media and offset coated media with HP Priming Solution: For information on papers with ColorPRO Technology, see hp.com/go/webpressmediaink		
Printing	Print technology: HP High Definition Nozzle Architecture Thermal Inkjet Native resolution: 2400 nozzles per inch Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: CMYK Printable width: Up to 1060 mm (41.7 inch) Printable frame length: from 216 to 2743 mm (8.5 to 108 in)		
Dimensions	(W x L x H) 4.4 x 17.6 x 3.4 m (174 x 693 x 132 in) ⁸		
Operating environment	Press operating temperature range: Optimal 18°-24°C (64°-75°F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/proliant or consult your HP Solutions professional Humidity: 40 to 60% RH ⁹		
Press operating requirements	Electrical voltage: 400V or 480V, 3 phase		
Consumables	Printheads: HP A53 printheads (separate printheads for CMYK colors and Bonding Agent) Ink supply: HP 200-liter pigment ink containers (separate containers for each color and Bonding Agent) Servicing: HP 10-pack Web Wipe Cassette		
Optional equipment/ configurations	Configuration options available to address specific printing requirements: <ul style="list-style-type: none"> • Dryer capacity • Digital Front End • Color Calibration • HP Priming Solution • HP SmartStream Color Studio • HP Quality Image Check Vision System • Unwind and rewind units, including auto splicing • Motorized Thread up option • MICR 		
Warranty	One-year limited warranty		

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.

³ Performance mode delivers high quality using single (or high) drop weights.

⁶ A4-sized equivalent images.

⁷ Basic configuration supports 40 to 350 gsm. Customer application specific testing advised for media between 40-60 gsm and 300-350 gsm.

⁸ Dimensions above are for configuration with standard unwinder; without optional rewinder attached. The following are dimensions with optional rewinder and optional additional access walkover: 4.4 x 21.7 x 3.4 m (174 x 853 x 132 in). Dimensions vary by configuration and options selected; additional space may be required for clearances, maintenance and roll operations.

⁹ Optimal operating environment may vary by application.

HP PageWide Web Press T490 Mono HD

Unprecedented offset substitutable high-speed inkjet web press



Master your market with unprecedented monochrome productivity

Take advantage of a monochrome press that delivers exceptional print speeds, enhanced throughput, and high quality results—via sharp, crisp text, and high black optical density. Perfect for short or long runs, the robust HP PageWide Web Press T490M HD delivers the speed and quality you need to replace offset for many jobs.

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.

World-class digital productivity with HP HDNA technology

- Meet tight deadlines – fast mono speeds up to 305 m (1000 ft) per minute¹
- Replace offset for many jobs, with a robust duty cycle up to 200 million images per month^{1,2}
- Deliver high-volume jobs quickly, with a scalable web width up to 1067 mm (42 in)
- Efficiently produce common formats and signatures to drive a variety of high speed finishing solutions, in-line or near-line
- Increase total printing time with the optional Zero-Speed Splicer quick roll changeover solution
- Optimize press uptime with proven HP Scalable Printing Technology— with 8X nozzle redundancy to minimize print defects and reduce waste

Create an advantage with outstanding print quality

- HP High Definition Nozzle Architecture (HDNA) completely raises the bar in digital quality, using 2400 nozzles per inch native resolution and dual drop weight to deliver image detail like never before
- See outstanding print quality in the form of sharp text and high black optical density
- Use HP Bonding Agent to gain flexibility across a broad range of media, including standard uncoated offset, ground wood, and newsprint

Increase profitability with compelling economics

- Reduce costs and boost your profit potential with highly productive monochrome printing from HP
- Get the HP commitment you demand with market and business development, and expert technical support
- Original HP inks and long-life HP Thermal Inkjet printheads provide consistent, reliable performance

Reinvent your operations and business

PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability.

¹ In Performance mode

² A4-sized equivalent images

Technical Specifications

Throughput	Up to 305 m/min (1000 ft/min) ¹ ; up to 152 m/min (500 ft/min) ²
Max Duty cycle	200 million images per month ^{1,3}
Native resolution	2400 nozzles per inch
Media	Handling: Tight web continuous roll feed Paper width: 406 to 1067 mm (16 to 42 in) Weight: 40 to 350 gsm, 30-lb text to 130-lb cover ⁴ Media types: Wide range of standard uncoated offset media, inkjet-optimized coated media, ColorPRO media and offset coated media with HP Priming Solution: For information on papers with ColorPRO Technology, see hp.com/go/webpressmediaink
Printing	Print technology: HP High Definition Nozzle Architecture Thermal Inkjet Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: Black Printable width: Up to 1060 mm (41.7 inch) Printable frame length: from 216 to 2743 mm (8.5 to 108 in)
Dimensions (W x L x H)	(W x L x H) 4.4 x 17.6 x 3.4 m (174 x 693 x 132 in) ⁵
Operating environment	Press operating temperature range: Optimal 18°-24°C (64°-75°F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/ProLiant or consult your HP Solutions professional Humidity: 40-60% RH ⁶
Press operating requirements	Electrical voltage: 400V to 480V, 3 phase Power consumption (typical during operation): 176kW ⁷
Consumables	Printheads: HP A53 printheads (separate printheads for Black and Bonding Agent) Ink supplies: HP 200-liter ink containers (separate containers for Black and Bonding Agent) Servicing: HP 10-pack Web Wipe Cassette
Optional equipment/configurations	Configuration options available to address specific printing requirements: <ul style="list-style-type: none"> • Dryer capacity • Digital front end • Color Calibration • Unwind and rewind units, including auto splicing • HP Priming Solution • HP SmartStream Color Studio • HP Quality Image Check Vision System • Motorized Threader Option • MICR
Warranty	One-year limited warranty

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

¹ In Performance mode.

² In Quality mode.

³ A4-sized equivalent images.

⁴ Basic configuration supports 40 to 350 gsm. Customer application specific testing advised for media between 40-60 gsm and 300-350 gsm.

⁵ Dimensions above are for configuration with expanded dryer; without optional rewinder attached. The following are dimensions with optional rewinder and optional additional access walkover: 3.15 x 21.82 x 3 m (124 x 859 x 119 in). Dimensions vary by configuration and options selected.

⁶ Optimal operating environment may vary by application.

⁷ Calculations are based on a two zone dryer configuration option. Typical power may vary based on print speed, ink density, dryer configuration, and settings.

HP PageWide Web Press T300 HD Color series

Outstanding quality, economics, and productivity



Build a competitive advantage with outstanding quality and amazing economics.

The HP PageWide Web Press T300 HD Color series delivers outstanding image quality and enhanced productivity in a platform that's ideal for your publishing business. Expand into new applications with added versatility and breakthrough economics.

Outstanding image quality on a broad range of applications

HP High Definition Nozzle Architecture (HDNA) completely raises the bar in digital color quality, using 2400 nozzles per inch native resolution and dual drop weight to deliver image detail like never before. The result: image quality ideal for demanding applications in publishing, direct mail, and commercial print.

- See outstanding image quality with smooth skin tones and incredible shadow detail with HP HDNA's 2400 nozzles per inch native resolution and dual drop weight
- Produce top notch results with continuous alignment—the press continuously monitors and actively adjusts color-to-color registration to provide consistent quality throughout a run
- Deliver uncompromising color consistently with HP's set of on-press and pre-press color management tools, including the HP SmartStream Color Studio
- Maximize your press's production availability with easy, automated quality control features. The HP PageWide Web Press T300 HD family provides multiple ways to check quality during a print run, including the optional HP Quality Image Check Vision System, which monitors nozzle health by selectively comparing the RIP output to the printed image.



COLORPRO
TECHNOLOGY

Exceptional productivity with HP HDNA technology

Take on more jobs and print them faster with unprecedented color digital performance on a 30-inch platform—enabling profitable short- and mid-run jobs. Revolutionary HP HDNA delivers reliable printing at amazing speeds, producing over 367,000 pages per hour in full color Performance mode.^{1,3}

- Accelerate your performance and meet demanding turnaround times with incredibly fast productivity in Performance¹ and Quality² modes
- Make easy work of high production volume with a duty cycle of up to 148 million images per month³
- HP HDNA thermal inkjet technology with 8X nozzle redundancy delivers reliable production quality
- Multi-roll printing with optional zero speed splicer enables profitable high copy count production runs
- Provide mass customization—make every page unique and print at full press speeds with HP SmartSteam Elite Production Print Server

Grow your application and business reach

This publishing-focused platform provides greater versatility for more profitable printing on a wide range of applications and media types. User-selectable Performance¹ and Quality² modes allow flexibility to produce jobs that drive business growth.

- The 30-in web width enables efficient production of signatures, full-broadsheet formats, or multiple-up documents across a range of applications
- Produce high-quality prints on every category of media, including matte and gloss offset coated media with HP Priming Agent and offset uncoated media with HP Bonding Agent
- Greater choice—work with a broad range of HP ColorPRO Technology enabled and compatible inkjet papers
- Configure dryer capacity for your printing application requirements

A smart investment with amazing economics

The HP PageWide Web Press T300 HD Color series delivers high productivity at a competitive cost on a variety of media options. Experience low-cost, low-maintenance performance with reliable HP pigment inks and printheads. With HP's proven track record of upgrading existing customer presses, you can benefit from technological advances and new functionality with this smart investment. Existing HP customers are also invited to upgrade their current web presses to HDNA.

- This solution reliably delivers quality suitable for a broad range of applications with attractive economics
- Upgradable solution grows with your business—upgrade to faster speeds, more drying capacity, more DFE processing power; get what you need today and scale capacity as your business grows
- Upgrade ramp-up support to boost productivity; business development support helps fuel business growth

Reinvent your operations and business

HP PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage HP PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability.

¹ Performance mode delivers high quality using single (or high) drop weights.

² Quality mode delivers the highest quality using dual drop weight nozzles.

³ A4-sized equivalent images.

Eco highlights

- Reduce waste with digital on-demand printing
- Water-based HP inks—no hazard warning labels; no HAPs intentionally added;* non-flammable and non-combustible**
- Very low VOC emissions***
- Free and convenient printhead recycling;**** ink drums are material recyclable

To Learn more:

hp.com/ecosolutions

hp.com/recycle



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

* Hazardous Air Pollutants (HAPs) may be present at extremely low levels (< 0.1%) according to EPA Method 311.

** Not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per US Environmental Protection Agency Method 1020 and the flash point is greater than 110°C.

*** Actual results may vary depending on operating conditions. Consult local authorities regarding Volatile Organic Compound (VOC) regulations in your area.

**** Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability.

High-touch, high-tech solutions customized for your printing success

HP Solutions expertise can help shorten your path to success and sharpen your competitive edge. HP's dedicated Solutions Team will work with you to determine your end-to-end requirements, and to recommend a solution customized to meet the specific demands of your business. Additionally, HP offers a full line of services to help you effectively run your digital printing business—from site preparation to training and service programs.



		HP PageWide Web Press T390 HD	HP PageWide Web Press T380 HD	HP PageWide Web Press T370 HD
Max speed	Performance mode ¹	305 m (1000 ft) per minute	244 m (800 ft) per minute	183 m (600 ft) per minute
	Quality mode ²	152 m (500 ft) per minute	152 m (500 ft) per minute	152 m (500 ft) per minute
Max duty cycle	Performance mode ¹	148 million images per month	127 million images per month	102 million images per month
	Quality mode ²	88 million images per month	88 million images per month	88 million images per month

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.



¹ Performance mode delivers high quality using single (or high) drop weights.

² Quality mode delivers the highest quality using dual drop weight nozzles.

³ A4-sized equivalent images.

Technical specifications

	HP PageWide Web Press T390 HD	HP PageWide Web Press T380 HD	HP PageWide Web Press T370 HD
Throughput	Up to 305 m/min (1000 ft/min) ⁴	Up to 244 m/min (800 ft/min) ⁴	Up to 183 m/min (600 ft/min) ⁴
Max duty cycle	148 million mono/color A4-sized images per month at 305 m (1000 ft) per minute ⁵	127 million mono/color A4-sized images per month at 244 m (800 ft) per-minute ⁵	102 million A4-sized four-color images per month at 183 m (600 ft) per minute ⁵
Media	Handling: Tight web continuous roll fed Paper width: 203 to 762 mm (8 to 30 in) Media weight: 40 to 350 gsm, 30-lb text to 130-lb cover ⁶ Media types: Wide range of standard uncoated offset media, inkjet-optimized coated media, ColorPRO media series, and offset coated media with HP Priming Agent: For information on papers with ColorPRO Technology, see hp.com/go/webpressmediaink		
Printing	Print technology: HP High Definition Nozzle Architecture Thermal Inkjet Native resolution: 2400 nozzles per inch Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: CMYK Printable width: up to 739 mm (29.1 inches) Printable frame length: from 216 to 2743 mm (8.5 to 108 in)		
Dimensions	(W x L x H) 3.15 x 19 x 3 m (124 x 748 x 119 in) ⁷		
Operating environment	Press operating temperature range: Optimal 18°–24°C (64°–75°F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/proliant or consult your HP Solutions professional Humidity: 40 to 60% RH ⁸		
Press operating requirements	Electrical voltage: 400V or 480V, 3 phase		
Consumables	Printheads: HP A53 printheads (separate printheads for CMYK colors and HP Bonding Agent) Ink supply: HP 200-liter pigment ink containers (separate containers for each color and HP Bonding Agent) Servicing: HP 10-pack Web Wipe Cassette		
Optional equipment/configurations	Configuration options available to address specific printing requirements: <ul style="list-style-type: none"> • Dryer capacity • Digital Front End • Color calibration • HP Priming Agent • HP SmartStream Color Studio • HP Quality Image Check Vision System • Unwind and rewind units, including auto splicing • Remote work station • MICR 		
Warranty	One-year limited warranty		

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.

⁴Performance mode delivers high quality using single (or high) drop weights.

⁵A4-sized equivalent images.

⁶Basic configuration supports 40 to 350 gsm. Customer application specific testing advised for media between 40–60 gsm and 300–350 gsm.

⁷Dimensions above are for configuration with expanded dryer, without optional rewinder attached. The following are dimensions with optional rewinder and optional additional access walkover: 3.15 x 21.82 x 3 m (124 x 859 x 119 in). Dimensions vary by configuration and options selected.

⁸Optimal operating environment may vary by application.

“We can now fulfill every marketer’s dream. There is no limit to the creativity or level of customization we can offer. Whether it is in volumes of millions or tens, HP enables us to meet the demands of any customer in ways which our competitors cannot.”

– Jo Van De Weghe,
Sales and Marketing Manager, Symeta



“There are so many different applications that this can hit on that we’re all going to be busy trying to keep up with it.”

– Dale Williams, Vice President of Operations, Strategic Content Imaging (SCI)

THE BEAUTY EVENT
 THURSDAY, FEBRUARY 23 – SUNDAY, MARCH 4
 EXPERIENCE 11 DAYS OF BEAUTY WITH THE EXPERTS.

DAYS 1 & 2 EYES
 THURSDAY & FRIDAY
 FEBRUARY 23 & 24

DAYS 3 & 4 SKINCARE
 SATURDAY & SUNDAY
 FEBRUARY 25 & 26

DAYS 5 & 6 FOUNDATION
 MONDAY & TUESDAY
 FEBRUARY 27 & 28

DAYS 7 & 8 LIPS
 WEDNESDAY & THURSDAY
 FEBRUARY 29 & MARCH 1

DAYS 9 & 10 FRAGRANCE
 FRIDAY & SATURDAY
 MARCH 2 & 3

DAY 11 TOOLS OF THE TRADE
 SUNDAY, MARCH 4

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Mary,
 Join us at NM NorthPark
 and NM Downtown.
 Hope to see you there!

THE BEAUTY EVENT
 THURSDAY, FEBRUARY 23-SUNDAY, MARCH 4

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 WITH YOUR COSMETICS OR FRAGRANCE PURCHASE OF \$100
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 Shower Gel • Fekkai Ageless Shampoo, Conditioner, and All-Day Hair Plump
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HP PageWide Web Press T390 Mono HD

Outstanding offset substitutable high-speed inkjet web press



Master your market with exceptional monochrome productivity

Take advantage of a monochrome press that delivers outstanding quality, exceptional print speeds, and enhanced throughput—via sharp, crisp text, and high black optical density. Perfect for short or long runs, the robust HP PageWide Web Press T390M HD delivers the speed and quality you need to replace offset for many jobs.

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.

Exceptional productivity with HP HDNA technology

- Meet tight deadlines — fast mono speeds up to 305 m (1000 ft) per minute¹
- Replace offset for many jobs, with a robust duty cycle up to 148 million images per month^{1,2}
- The 762 mm (30-in) web width enables efficient production of signatures, full-broadsheet formats, or multiple-up documents across a range of applications, driving a variety of high-speed finishing solutions, in-line or near-line
- Increase total printing time with the optional zero speed splicer quick roll changeover solution
- Optimize press uptime with proven HP High Definition Nozzle Architecture— with 8X nozzle redundancy to minimize print defects and reduce waste

Create an advantage with outstanding print quality

- HP High Definition Nozzle Architecture (HDNA) completely raises the bar in digital quality, using 2400 nozzles per inch native resolution and dual drop weight to deliver image detail like never before
- See outstanding print quality in the form of sharp text and high black optical density
- Use HP Bonding Agent to gain flexibility across a broad range of media, including standard uncoated offset, ground wood, and newsprint

Increase profitability with compelling economics

- Reduce costs and boost your profit potential with highly productive monochrome printing from HP
- Get the HP commitment you demand with market and business development, and expert technical support
- Original HP inks and long-life HP Thermal Inkjet printheads provide consistent, reliable performance

Reinvent your operations and business

HP PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage HP PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability.

¹ In Performance mode

² A4-sized equivalent images

Technical specifications

Throughput	Up to 305 m/min (1000 ft/min) ¹ ; up to 152 m/min (500 ft/min) ³
Max duty cycle	148 million images per month ^{1,2}
Native resolution	2400 nozzles per inch
Media	Handling: Tight web continuous roll feed Paper width: 203 to 762 mm (8 to 30 inches) Weight: 40 to 350 gsm, 30-lb text to 130-lb cover ⁴ Media types: Wide range of standard uncoated offset media, inkjet-optimized coated media, ColorPRO media, and offset coated media with HP Priming Agent: For information on papers with ColorPRO Technology, see hp.com/go/webpressmediaink
Printing	Print technology: HP High Definition Nozzle Architecture Thermal Inkjet Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: Black Printable width: up to 739 mm (29.1 inches) Printable frame length: from 216 to 2743 mm (8.5 to 108 in)
Dimensions (W x L x H)	3.15 x 19 x 3 m (124 x 748 x 119 in) ⁵
Operating environment	Press operating temperature range: Optimal 18°–24°C (64°–75°F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/ProLiant or consult your HP Solutions professional Humidity: 40–60% RH ⁶
Press operating requirements	Electrical voltage: 400V to 480V, 3 phase
Consumables	Printheads: HP A53 printheads (separate printheads for Black and HP Bonding Agent) Ink supplies: HP 200-liter ink containers (separate containers for Black and HP Bonding Agent) Servicing: HP 10-pack Web Wipe Cassette
Optional equipment/configurations	Configuration options available to address specific printing requirements: <ul style="list-style-type: none"> • Dryer capacity • Digital Front End • Color calibration • HP Priming Agent • HP SmartStream Color Studio • HP Quality Image Check Vision System • Unwind and rewind units, including auto splicing • Remote work station • MICR
Warranty	• One-year limited warranty

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

¹ In Performance mode

² A4-sized equivalent images

³ In Quality mode

⁴ Basic configuration supports 40 to 350 gsm. Customer application specific testing advised for media between 40–60 gsm and 300–350 gsm

⁵ Dimensions above are for configuration with expanded dryer, without optional rewinder attached. The following are dimensions with optional rewinder and optional additional access walkover: 3.15 x 21.82 x 3 m (124 x 859 x 119 in). Dimensions vary by configuration and options selected

⁶ Optimal operating environment may vary by application

HP PageWide Web Press T200 HD Color series

Grow your business with this highly versatile and productive press



Expand your offering with a robust HP graphic arts press that delivers unprecedented versatility. Impress clients with outstanding print quality in a device that's easy to use and meets your workflow needs.

Outstanding image quality—print a broad range of applications

HP High Definition Nozzle Architecture (HDNA) completely raises the bar in digital color quality, using 2400 nozzles per inch native resolution and dual drop weight to deliver image detail like never before. The result: image quality ideal for demanding applications in publishing, direct mail, and commercial print.

- See outstanding image quality with smooth skin tones and incredible shadow detail with HP HDNA's 2400 nozzles per inch native resolution and dual drop weight in Quality mode.
- Produce top notch results with continuous alignment—the press continuously monitors and actively adjusts color to color registration to provide consistent quality throughout a run.
- Sustain full productivity while enhancing image grain and shadow detail with dual drop weight black on the HP PageWide Web Press T240 HD in Performance HDK mode.
- Deliver uncompromising color consistently with HP's set of on-press and pre-press color management tools, for example, the optional HP SmartStream Color Studio.



COLORPRO
TECHNOLOGY

Win more jobs with unprecedented versatility

- Print high-quality text, high coverage images, and graphics with 100% variable content at full press speed in Performance mode,¹ or print in the new HDNA Quality mode² on a 22-inch (559 mm) web. Both enable you to do more: pitch new ideas and expand your offering to include books, magazines, catalogs, inserts, direct mail, and commercial printing applications.
- Produce high-quality prints on every category of media, including matte and gloss offset coated media with HP Priming Agent and offset uncoated media with HP Bonding Agent. Also work with a broad range of ColorPRO and compatible inkjet papers certified by the HP Media Certification Program.
- HP's SmartStream workflow products and finishing partners streamline print production for you. Advanced color management tools and an end-to-end workflow enabled by HP and HP partners offer greater flexibility—with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

Get exceptional color productivity

- Meet tight deadlines with fast color speeds. Print duplex speeds up to 152 m (500 ft) per minute in full color with the HP PageWide Web Press T240 HD with 100% variable content at full press speed in Performance and Performance HDK modes^{1,2}.
- Experience robust performance with a high duty cycle. With its solid design and productivity up to 58 million four-color A4 images per month, these presses are optimal for moving your existing offset work to digital and providing the capacity and versatility needed for additional applications.
- Optimize press uptime with proven HP HDNA Technology—minimize print defects and reduce waste. With a compact nozzle design, HP HDNA Technology uses multiple nozzles to address each pixel. Built-in 4-8x nozzle redundancy ensures greater uptime by minimizing print defects, reducing waste, and maintaining high print quality over long runs.
- Maximize your press' production availability with easy, automated quality control features. The HP PageWide Web Press T240 HD provides multiple ways to check quality during a print run, including the optional HP Quality Image Check Vision System, which monitors nozzle health by selectively comparing the RIP output to the printed image.



	HP PageWide Web Press T240 HD	HP PageWide Web Press T235 HD
Max speed	Performance mode ¹	Up to 152 m (500 ft) per minute
	Performance HDK mode ²	Up to 152 m (500 ft) per minute
	Quality mode ³	Up to 76 m (250 ft) per minute
Max Duty cycle	Performance mode ¹	58 million A4 images per month
	Performance HDK mode ²	58 million A4 images per month
	Quality mode ³	32 million A4 images per month
Web width	Up to 559 mm (22 in) ⁴	
Print width	Up to 521 mm (20.5 in)	
Print technology	HP High Definition Nozzle Architecture Thermal Inkjet	
Native resolution	2400 nozzles per inch	
Media range	40 to 250 gsm or up to 10 pt. ⁵ 30- to 170-lb text, 90-lb cover	

¹ Performance mode delivers high quality using single (or high) drop weights.

² Performance HDK mode delivers higher quality using dual drop weights on black ink at Performance mode speed.

³ Quality mode delivers the highest quality using dual—low and high—drop weights.

⁴ Requires CM779# Unwind Module and CM825# Duplex Rewind Module.

⁵ Basic press configuration supports 40- 250 gsm and up to 10 pt. Customer application-specific testing advised for media between 40-60 gsm or 215-250 gsm or greater than 9 pt.



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

High-tech solutions customized for your printing success

HP Solutions expertise can help shorten your path to success and sharpen your competitive edge. HP's dedicated Solutions Team will work with you to determine your end-to-end requirements, and to recommend a solution customized to meet the specific demands of your business. Additionally, HP offers a full line of services to help you effectively run your digital printing business—from site preparation to training and service programs.

Eco highlights

- Reduce waste with digital on-demand printing
- Water-based HP inks—no hazard warning labels; no HAPs intentionally added; non-flammable and non-combustible**
- Very low VOC emissions***
- Free and convenient printhead recycling;**** ink drums are material recyclable

To Learn more:
hp.com/ecosolutions
hp.com/recycle

* Hazardous Air Pollutants (HAPs) may be present at extremely low levels (< 0.1%) according to EPA Method 311
 ** Not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per US Environmental Protection Agency Method 1020 and the flash point is greater than 110°C
 *** Actual results may vary depending on operating conditions. Consult local authorities regarding Volatile Organic Compound (VOC) regulations in your area
 **** Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.

Reinvent your operations and business

PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability.



Technical specifications

	HP PageWide Web Press T240 HD	HP PageWide Web Press T235 HD	
Throughput	Performance mode ¹	Up to 152 m (500 ft) per minute	Up to 122 m (400 ft) per minute
	Performance HDK mode ²	Up to 152 m (500 ft) per minute	Not available
	Quality mode ³	Up to 76 m (250 ft) per minute	Up to 61 m (200 ft) per minute
Max Duty cycle	Performance mode ¹	58 million A4 images per month	48 million A4 images per month
	Performance HDK mode ²	58 million A4 images per month	Not available
	Quality mode ³	32 million A4 images per month	26 million A4 images per month
Media	Handling: Tight web continuous roll feed Paper width: 203 to 558 mm (8 to 22 in) ⁴ Weight: 40 to 250gsm ⁵ , 30- to 170-lb text, 90-lb cover Media types: Wide range of standard uncoated offset media and inkjet-optimized coated media ColorPRO media: For information on papers with ColorPRO Technology, see hp.com/go/webpressmediaink		
Printing	Print technology: Thermal Inkjet Native resolution: 2400 nozzles per inch Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: CMYK Printable width: Up to 521 mm (20.5 in) Printable frame length: From 216 to 1829 mm (8.5 to 72 in)		
Dimensions (W x L x H)	3 x 11.6 x 2.7 m (117 x 455 x 107 in) ⁶		
Operating environment	Press operating temperature range: Optimal 18 to 24° C (64 to 75° F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/ProLiant or consult your HP Solutions professional Humidity: 40 to 60% RH ⁷		
Press operating requirements	Electrical voltage: 400V to 480V, 3 phase		
Consumables	Printheads: HP A52, A53 printheads (separate printheads for CMYK colors and Bonding Agent) Ink supplies: HP 200-liter pigment ink containers (separate containers for each color and Bonding Agent) Servicing: HP 10-pack Web Wipe Cassette		
Standard configurations	Color Calibration HP Standard Vision System		
Optional equipment/ configurations	Configuration options available to address specific printing requirements <ul style="list-style-type: none"> • Dryer capacity • Digital Front End • HP In-line Priming solution • HP SmartStream Color Studio • HP Quality Image Check Vision System • Unwind and rewind units • Remote work station accessory • MICR 		
Warranty	Six-month limited warranty		

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.

¹ Performance mode delivers high quality using single (or high) drop weights.

² Performance HDK mode delivers higher quality using dual drop weights on black ink at Performance mode speed.

³ Quality mode delivers the highest quality using dual—low and high—drop weights.

⁴ Requires CM779# Unwind Module and CM825# Duplex Rewind Module.

⁵ Basic press configuration supports 40–250 gsm and up to 10 pt. Customer application-specific testing advised for media between 40–60 gsm or 215–250 gsm or greater than 9 pt.

⁶ Dimensions for standard configuration with optional unwinder and rewinder.

HP PageWide Web Press T260 Mono

Unprecedented monochrome productivity in an inkjet web press



Grow your business with unprecedented monochrome productivity

Take advantage of a monochrome press that delivers unprecedented productivity and high quality—via sharp, crisp text and high black optical density. Perfect for short or long runs, the robust HP PageWide Web Press T260M is a sound economic investment.

Enhance your productivity with HP Service Edge

Running a successful print business means always staying ahead of the competition with game-changing innovation. We're on your team from day one to better equip your people with expertise and independent issue resolution, drive greater efficiency with smart data systems, and help grow and transform your business. With the HP Service Edge, you can move ahead with peace of mind and confidence that your HP PageWide Web Press investment is working hard to return the highest levels of productivity day after day. With professional business solutions, we're working together with you to fuel your business success.

Create an advantage with outstanding print quality

- See outstanding print quality in the form of sharp text and high black optical density.
- Use HP Bonding Agent to gain flexibility across a broad range of media, including standard uncoated offset, groundwood, and newsprint.

Experience unprecedented monochrome productivity

- Meet tight deadlines – fast mono speeds up to 244 m (800 ft) per minute. Print four-up 6 x 9 inch pages and three-up A4 pages.
- Optimize press uptime with proven HP Scalable Printing Technology—minimize print defects and reduce waste.
- See robust performance with a high duty cycle of up to 111 million mono landscape letter-sized, 123 million A4, and 211 million 152 x 229 mm (6 x 9 in) pages per month.
- Maximize your press' production availability with easy, automated quality control features.

Increase profitability with compelling economics

- Reduce costs and boost your profit potential with highly productive monochrome printing from HP.
- Use the media your customers are used to – print on a wide variety of media with HP's bonding agent.
- Get the HP commitment you demand with market and business development, and expert technical support.
- Original HP inks and long-life HP Thermal Inkjet printheads provide consistent, reliable performance.

Reinvent your operations and business

PrintOS is an operating system for your business—an open, secure cloud-based platform that helps you get more out of your HP PageWide Web Presses and your print production operations. Leverage PrintOS applications to increase efficiency, make better-informed decisions, innovate, collaborate, drive growth—and increase profitability.

Technical Specifications

Throughput	Black: Up to 244 m/min (800 ft/min)
Resolution	Native resolution: 1200 nozzles per inch
Media	Handling: Tight web continuous roll feed Paper width: 440 to 660 mm (15.7 to 26 in) Weight: 40 to 250gsm, 30- to 170-lb text, 90-lb cover ¹ Media types: Wide range of standard uncoated offset and inkjet media
Printing	Print technology: Thermal Inkjet Ink type: Water-based HP pigment inks and Bonding Agent Ink colors: Black Printable width: Up to 630 mm (24.9 in) Printable frame length: From 203 to 1829 mm (8 to 72 in) Duty cycle: 111 million mono landscape letter-sized equivalent images per month; 86 million portrait letter-sized; 123 million A4; 211 million 152 x 229 mm (6 x 9 in)
Dimensions (W x L x H)	3.0 x 12.2 x 2.7 m (117 x 480 x 107 in) ²
Operating environment	Press operating temperature range: 18°-24°C (64°-75°F) Digital front-end operating temperature range: Refer to HP ProLiant Server QuickSpecs on hp.com/go/ProLiant or consult your HP Solutions professional Humidity: 40-60% ³
Press operating requirements	Electrical voltage: 400V to 480V, 3 phase Power consumption (idle): 4kW Power consumption (typical during operation): 43kW ⁴
Consumables	Printheads: HP printheads (separate printheads for Black and Bonding Agent) Ink supplies: HP 200-liter ink containers (separate containers for Black and Bonding Agent)
Optional equipment/configurations	<ul style="list-style-type: none"> • Configuration options available to address specific printing requirements • Unwind and rewind units • Remote work station accessory
Warranty	Six-month limited warranty

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.



HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

- ¹ Basic press configuration supports 40-250 gsm and up to 10 pt. Customer application-specific testing advised for media between 40-60 gsm or 215-250 gsm or greater than 9 pt.
- ² Dimensions for standard configuration with optional unwinder and rewinder.
- ³ Optimal operating environment may vary by application.
- ⁴ Estimates are for base press only on uncoated media with 3-5% black ink coverage. Typical power may vary based on environment, print speed, ink density, dryer configuration, and settings.



Make your pages pop!
This print sample
showcases the vibrant
colors you can achieve with
HP PageWide Web Press
technology

For more information visit:
hp.com/go/pagewidewebpress

“HP allows us to offer another level of personal engagement. It places a new premium on the value of print advertising.”

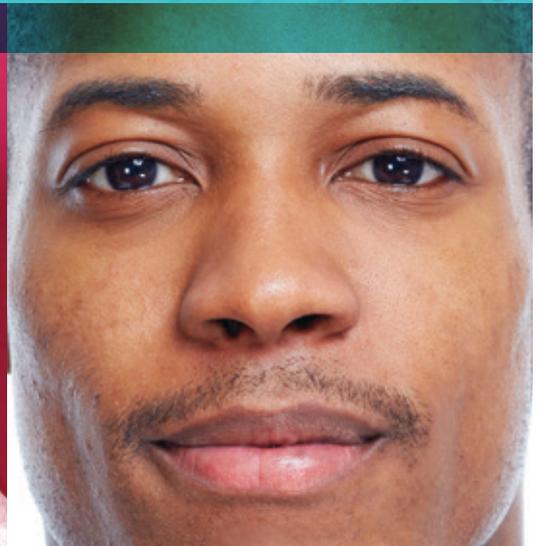
– Michael Clinton, President,
Marketing Publishing Director,
Hearst Magazines



HP SERVICE EDGE

FUEL YOUR SUCCESS WITH CONFIDENCE

For HP PageWide
Web Presses



Working together to transform the future of your business

DISCOVER YOUR EDGE IN INDUSTRY 4.0

The Fourth Industrial Revolution brings exciting advancements enabled by automation, data exchange, smart systems, and the Internet of Things. As commercial printers, you know what's possible. You've seen the impact of digital technology in markets from publishing and commercial printing to production mail. You understand that the playing field will only continue to shift, creating new opportunities for growth.

The HP Service Edge is your path to finding your competitive edge in Industry 4.0. We're eager to work with you to develop the full potential of your HP PageWide Web Press investment and help your business thrive in this new era.





Thrive with the HP Service Edge



START STRONG

Jump-start your competitive edge from day one with the help of our account management services and world-class engineers. At the start, we're there to ramp-up your production. And over time, we're at your side to help you develop your own expertise.



RUN SMARTER

Boost your productivity and grow your business with industry-leading smart tools and analytics, and management services. We're focused on your mission-critical challenges, from color management to peak season preparation.



TRANSFORM AND THRIVE

It's important that we work with you to tailor services to your unique needs. Our professional business solutions facilitate working together to help you win in your market and help your business thrive.

The HP Service Edge portfolio





GET STARTED

Start production off strong.

Working closely with you, we help you prepare your site for installation and **Ramp-Up** production as quickly as possible. **Comprehensive training** provides your operators with the knowledge and skills they need to utilize the full capabilities of your press and manage your print operation, from pre-press workflow to color management. Should you need it, our qualified installation experts can safely and professionally **relocate and recertify** your press, to get you back up and running at full production.



MANAGE PRINT OPERATIONS

Optimize your uptime, all the time.

To avoid unplanned downtime, your **account management** team stands ready to assist with all things service-related. Manage your productivity with a wide range of **Preventive Maintenance** services provided both onsite and remotely using **smart service** tools. Easily manage and replenish your parts inventory with the **Smart Uptime Kit**, so you have the parts you need on-hand to take care of the most common issues quickly and efficiently. Look to a range of system-wide support services tailored to your press, DFE, and finishing equipment.



BOOST PRODUCTION

Get your mission-critical needs met.

We're focused on meeting your most urgent needs. Whether you need a **health check tune-up** of your press as you're coming into peak season, or you need production support for an important new job, we're standing ready with **Peak Production Support** and the **Business Critical Support Service** to address your most important needs.



EXCEL IN COLOR & MEDIA

Satisfy your most demanding customers.

Develop your skills with color and master the art of working with particular substrates with **Color Management Training** and **Media Certification**. When you need help with color quality and consistency on your press and across your print environment, look to our color experts and **Advanced Color Management Services** for personalized color calibration.



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