



HP PageWide Web Press T250 HD with HP Brilliant Ink

Make a brilliant move



Blaze your own brilliant trail

The HP PageWide Web Press T250 HD with HP Brilliant Ink

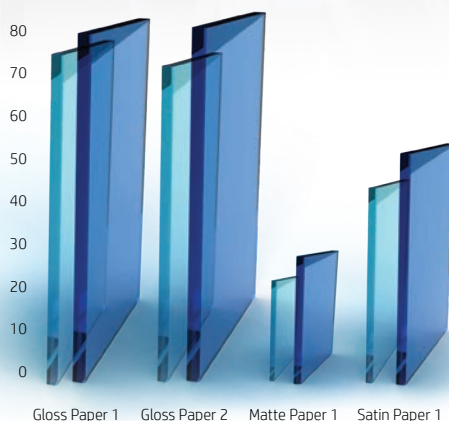
is here to empower your aspirations with uncompromising offset-class quality and with an impressive ROI.

The new HP T250 HD is built upon HP's **customer proven**, industrial strength 22" inkjet press platform, and expands capability to serve a wider variety of market segments and applications, including publishing, transactional, direct mail, and general commercial printing, all in one press.



Boost your color and gloss

75 Degree Gloss by Paper Type



- Sheet Gloss (unprinted sheet)
- Ink Gloss (avg across colors)

Better match more brand colors and produce rich reds and dazzling blues. With the HP T250 HD with HP Brilliant Ink, you get a wide, **more vivid color gamut** on coated and uncoated media, surpassing GRACol and Fogra gamut volumes by 30 to 60%.

Produce high impact prints that demand attention and generate more profit for your business. HP Brilliant Ink delivers **high gloss** and uniformity color to color, while maintaining the look and feel of the unprinted media.



Uncompromising quality

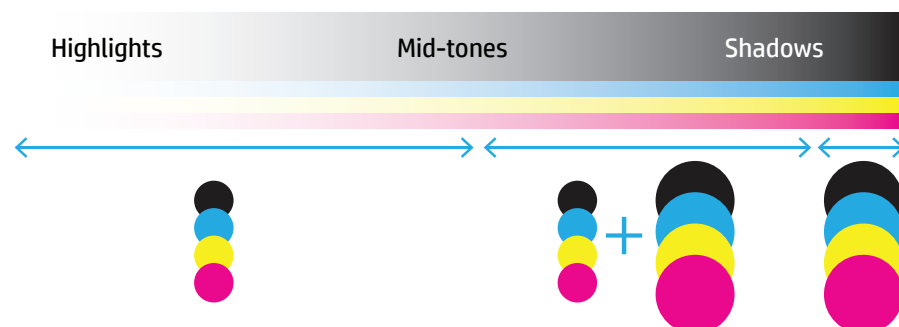
Use the media of your choice with ease. HP Brilliant Ink, combined with HP Optimizer, provides an **all-digital solution** to print with quality direct to offset uncoated and coated media, including **gloss, matte, and silk**.

HP Optimizer provides the flexibility to choose the amount used to give the quality you desire on the media of your choice. And it compensates for media batch variations so you can be confident of delivering amazing quality all the time.

For offset uncoated media, HP Optimizer provides vibrant colors, high optical density, and low show through so you can provide best quality or choose to use less ink and lower your cost.



The **HP PageWide Web Press T250 HD** delivers offset class print quality through HP's **proven HDNA** printhead technology, combining low drop weight and high drop weight nozzles, which provides crisp text and beautiful images with smooth skin tones and incredible shadow detail.





Capture more customers and pages

Extend your reach with the **HP PageWide Web Press T250 HD** which prints a wide variety of applications ranging from newspapers to postcards, letters to posters, and books to magazines. The HP T250 HD can print on most categories of paper from ColorPRO papers that are tailored to HP's inks, to offset coated and uncoated papers.



Multiply your ROI

HP PageWide presses are all about productivity and the HP T250 HD is no exception. With **a low, comparative cost per page** paired with **high productivity**, the HP T250 HD delivers more pages, more content, and more revenue to your business.

Print up to*:



1,220
premium color
books/shift



60,000
brochures/shift



480,000
inserts
or letters/shift



350,000
postcards/shift

* 8-hour shift Premium books and postcards in quality mode; brochures and letters in Performance HDK. 256-page US letter size book, 16-page US letter size booklet, 6"x11" postcard.



Simplify your quality control

Achieve consistent quality and increased uptime with print monitoring in full color. With the new **Color Vision System**, diagnostics and active print job content is displayed in full color for simplified quality control and true “what you see is what you get” performance.

The **HP Quality Image Check (QUICK) Vision System** compares press RIP output with printed content and notifies the press operator of possible printhead health and alignment issues, ensuring **continuous high quality printing**. It also reduces paper waste and ink waste by eliminating the need for quality bars.

Advance your color management

Meet your customer's color accuracy demands by **matching brand logos and colors** across different media types, and delivering color consistency press to press and job to job. HP provides all the tools you need with HP **color management solutions** and training in color science and color management.



Foundational Color Science

Complimentary e-learning for every customer.

Covers key fundamental color science topics.

Provides fundamental understanding of color management.



Essential Color Management

3-Day onsite consulting.

Combines theoretical instruction and hands-on practice.

Build custom color profiles specific for your business.



Advanced Color Management

2-Day onsite consulting.

Combines advanced instruction and hands-on practice.

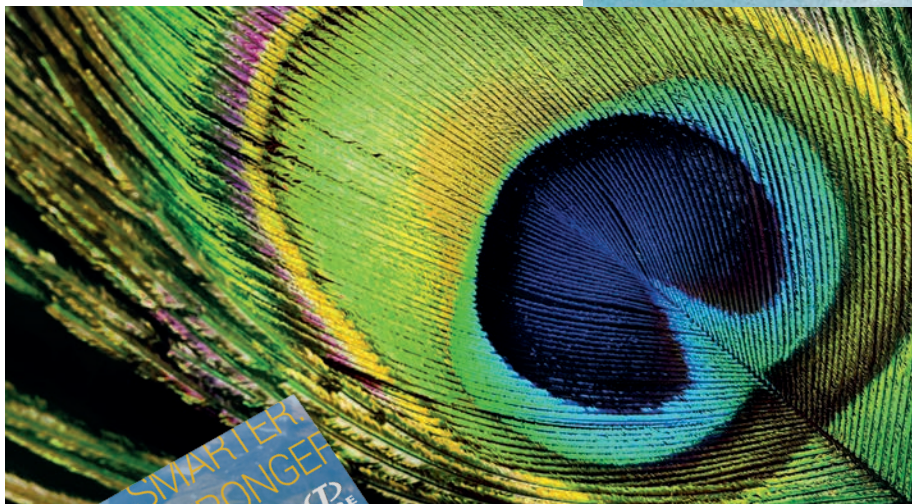
Focus on color matching across devices.

COLORPRO
TECHNOLOGY



Take ownership of your future

Have confidence in HP – a **proven press platform** with 10+ years in production environments worldwide and 35+ years in inkjet technology and research. HP's unique **vertical integration** gives you one source for accountability, harmonious components, faster development for innovative features, and **confidence** in future roadmaps. And an investment with HP means you can increase press capability when your business requires it, as HP delivers on the **promise of upgradability** at a fraction of a new press cost.



Sustainable solutions

HP Brilliant Ink and HP Optimizer were designed as environmentally friendly **water-based** fluids with no HAPs (Hazardous Air Pollutants) and VOCs of less than 150 g/L.

And with the HP Planet Partners Program, used printheads and web wipe cassettes can be recycled¹.

¹visit hp.com/recycle to see how to participate and to verify HP Planet Partners program availability; program may not be available in all areas.





Reach your full print potential

Transform your business with **HP Service Edge**. Running a successful print business means understanding your cost to print, **simplifying operations, and maximizing press productivity**. HP wants to be on your team to help you build your digital print business by optimizing and automating your end-to-end workflows. HP will work closely with you from day one to better equip your people with the expertise needed to achieve independence in your print operation and, as market needs change, to help grow and transform your digital print production capabilities. With HP's extensive experience in graphics printing, you can move ahead with **peace of mind and confidence** knowing that your HP PageWide Web Press investment is working hard from day one.



RUN

GET STARTED

- Site Assessment
- Installation / Relocation
- Operator Training
- Production Ramp Up

MANAGE PRINT OPERATIONS

- Account Service Management
- Press, DFE, Finishing Support
- Smart Tools
- Preventive Maintenance



GROW

EXCEL IN COLOR & MEDIA

- Learn and Grow with HP Training
- Color Management Consulting

BOOST PRODUCTION

- PrintOS Print Beat and Insight
- Health Check & Tuning Services
- Visual Remote Guidance
- Business Critical Support Service



THRIVE

SYSTEM INTEGRATION & AUTOMATION

- Workflow Assessment
- MIS Integration
- Pre-Press Automation
- Production Automation

EXPAND APPLICATIONS

- Business Transformation Services
- PrintIS Applications
- Variable Data Print
- Custom Project Management



Proven, productive, successful end-to-end workflow solutions

The HP PageWide Web Press T250 HD becomes the centerpiece for elite print manufacturing with our range of **production-proven** solutions. Our experts can guide you to best-in-class solutions for tasks that include job creation, VDP composition, **workflow automation**, data processing, color, imposition, tracking and more. Take advantage of modern edge computing by combining **HP SmartStream** on-premise processing with **HP Site Flow** workflow automation on the secure PrintOS SaaS platform. All HP products use open interfaces that allow drop-in to your existing workflow or connection with our growing network of industry leading **HP SmartStream** workflow and finishing partners.

HP SmartStream Production Elite Print Server

The heart of every **HP PageWide Web Press**, combining an exceptionally fast digital front end with a press controller that delivers quality and reliability. Features include a fast RIP that scales from basic to complex applications, a **built-in ink estimator tool** to enable quick and accurate job quotes, and an imposition engine to shorten prepress work. The press user interface enables the operator to manage all aspects of the press, including press and finishing controls for direct mail, publishing, and general commercial print configurations.

HP Site Flow

Increase profits by growing, optimizing, and controlling your print shop from prepress to post press. With **HP Site Flow**, you get an end-to-end workflow solution with production automation. Accelerate customer onboarding using APIs and SDKs and assure deadlines are met with fully automated, dynamic scheduling to handle variable SLAs or seasonality. **Easily integrate ordering, billing, shipping, and customer systems** that scale without the need to add infrastructure. All this while ensuring end-to-end visibility through custom reports and dashboards, providing real-time status and keeping a pulse on how your business is delivering.



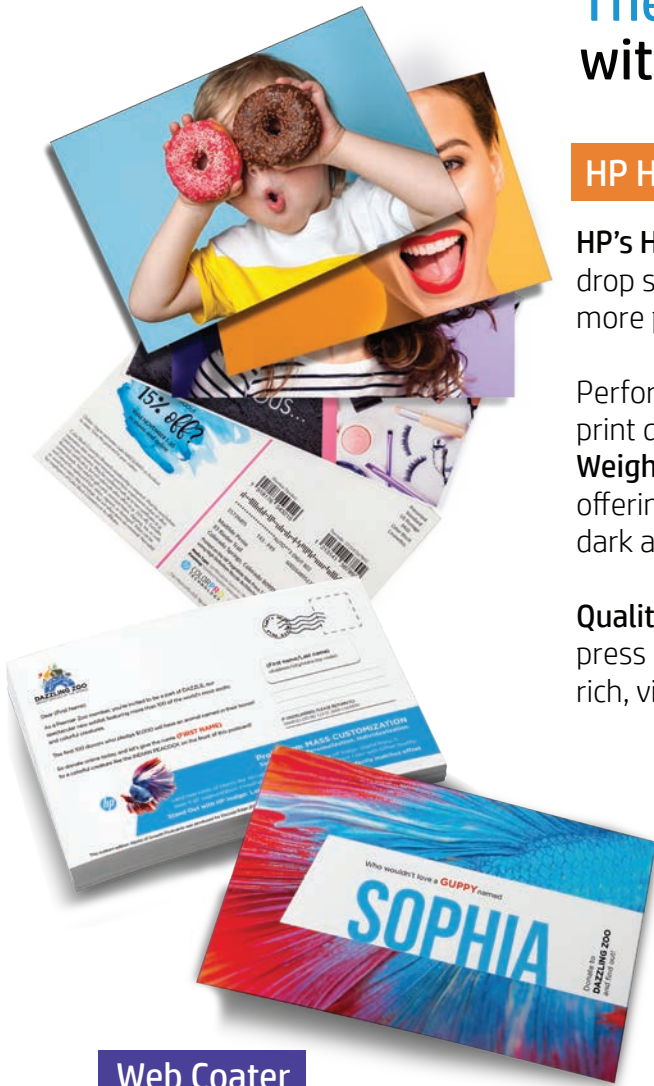
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HP HDNA Printhead

HP's **High Definition Nozzle Architecture** (HDNA) enables print of two drop sizes, low drop weight (LDW) and high drop weight (HDW), offering more printable colors from combinations of the HDW and LDW drops.

Performance mode uses only **High Drop Weight** (HDW) for excellent print quality at full speeds. Performance **HDK mode** uses **Dual Drop Weight** (DDW) for black and **High Drop Weight** (HDW) for colors, offering the best print quality at full press speeds with strong detail in dark areas, darker gradients and shadow details, and smooth images.

Quality mode uses **Dual Drop Weight** (DDW) across all 4 colors at 50% press max speed, and produces the finest detail of all print modes—rich, vibrant colors, smooth skin tones, incredible shadow detail.



Web Coater

Now you can seamlessly add beautiful aqueous or **UV post-coating** to enhance and add a touch of luxury to direct mail and commercial prints.

HP has partnered with **Harris and Bruno** to create an exclusive inline post coater, enabling breakthrough capability that delivers a first impression that lasts. And because the **ExcelCoat ZRW** was designed to perfectly align with HP PageWide presses, integration into your workflow is seamless.



Auto Splicing

Boost your performance with HP's industry leading **Multi Roll Printing** (MRP) solution that seamlessly integrates **best-in-class zero speed** splicers with your press and finishing workflow resulting in reduced waste, less labor, and improved productivity.



HP PageWide Web Press T250 HD with HP Brilliant Ink | Technical specifications

HP PageWide Web Press T250 HD		
Throughput	Performance mode ¹	Up to 500 ft (152 m) per minute
	Performance HDK mode ²	Up to 500 ft (152 m) per minute
	Quality mode ³	Up to 250 ft (76 m) per minute
Max Duty cycle	Performance mode ¹	62 million U.S. letter images per month
	Performance HDK mode ²	62 million U.S. letter images per month
	Quality mode ³	34 million U.S. images per month
Media	Handling: Tight web continuous roll feed Paper width: 8 to 22 in (203 to 558 mm) 40 to 250 gsm or up to 10 pt. 30 to 170-lb text, 90-lb cover ⁴ Media types: Wide range of standard offset coated including glossy, silk, and matte, and uncoated media and inkjet optimized coated ColorPRO media.	
Printing	Print technology: Thermal Inkjet, including HP High Density Nozzle Architecture Native resolution: 2400 nozzles per inch, including up to 8x nozzle redundancy Ink type: Environmentally friendly HP Brilliant B60 Pigment Ink and HP Optimizer Ink colors: CMYK, MICR option Printable width: Up to 20.5 in (521 mm) Printable frame length: From 8.5 to 72 in (216 to 1829 mm)	
Dimensions (W x L x H)	117 x 455 x 107 in (3 x 11.6 x 2.7 m) ⁵	
Operating environment	Press operating temperature range: Optimal 64 to 75° F (18 to 24° C) Digital front-end operating temperature range: Refer to HP SmartStream Production Elite Print Server data sheet or consult your HP Solutions professional Humidity: 40 to 60% RH	
Press operating requirements	Electrical voltage: 400V to 480V, 3 phase	
Consumables	Printheads: HP B62 printheads (separate printheads for CMYK colors and HP Optimizer) Ink supplies: HP Brilliant B60 200-liter Ink containers (separate containers for each color and HP Optimizer) Servicing: HP 10-pack Web Wipe Cassette	
Standard configurations	HP Color Vision System with HP Quality Image Check (QUICK) Vision System Color Calibration	
Optional equipment/ configurations	Configuration options available to address specific printing requirements <ul style="list-style-type: none"> • Extended dryer capacity • Expanded Digital Front End (DFE) capacity • HP SmartStream Color Studio • Unwind and rewind units including zero speed splicers • 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.

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

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

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

⁴Press 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.

⁵Dimensions for standard configuration with optional unwinder and rewinder.

To Learn More:

hp.com/pagewidewebpressT250

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