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# Make A Brilliant Move

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HP PageWide T250 HD with  
HP Brilliant Ink for Publishing

# Let's work together

For over 25 years, HP has been a trusted provider of print services for publishers of every size in countries around the world, helping them print hundreds of billions of pages with HP inkjet technology. And when the publishing industry experienced a digital revolution, we rose to the challenge, becoming the #1 leader in the digital publishing space.<sup>2</sup>

Today, our HP PageWide Web Presses are trusted by over 75% of the top 20 largest publishers.<sup>4</sup> As the digital publishing landscape accelerates yet again, HP can help your publishing business evolve to meet the demands of a changing market.

<sup>1</sup> Based on HP review April 2021 publicly available information on customer-provided addresses.

<sup>2</sup> A comparison of HP productivity based on Smithers Pira report "The Future of Inkjet Printing 2018 to 2023" Estimated world total of inkjet pages 79.8M.

<sup>3</sup> Based on pages printed from HP Print OS workflow tool connected to customers' HP PageWide Web Presses.

<sup>4</sup> Data obtained from "[Global 50 The World Ranking of the Publishing Industry 2020](#)"

**18**

countries use HP inkjet technology in publishing<sup>1</sup>

**>50%**

of inkjet-printed books worldwide are printed with HP technology<sup>2</sup>

**55**

billion pages printed in 2019<sup>3</sup>

**300+**

billion A4 book pages printed since 2008<sup>3</sup>



# A new era emerges

## COVID-19 and beyond

The pandemic has greatly accelerated the demand for digitization of publishing, resulting in the need to meet more customers in the digital landscape. As a result, publishers are increasingly implementing alternate business and production models, such as print on demand.

Even before the pandemic, we saw a new era of industry emerging, marked by the accelerating automation of traditional manufacturing and industrial practices. In “Industry 4.0,” efficiency and speed to market are key. To remain essential, the print publishing market must adapt to shifting consumer demands and new ways of content consumption.

## What does this mean for publishers?

First, consumer demand is changing to prioritize shorter and more frequent run times. This is in line with Industry 4.0’s emphasis on speed. Secondly, content is changing as a result of this shifting consumer behavior, and we’re seeing higher demand for digital first and print second.

As your publishing business navigates these evolving trends, HP’s long record of innovation and trust, and its broad partner ecosystem, can help you come out on top.

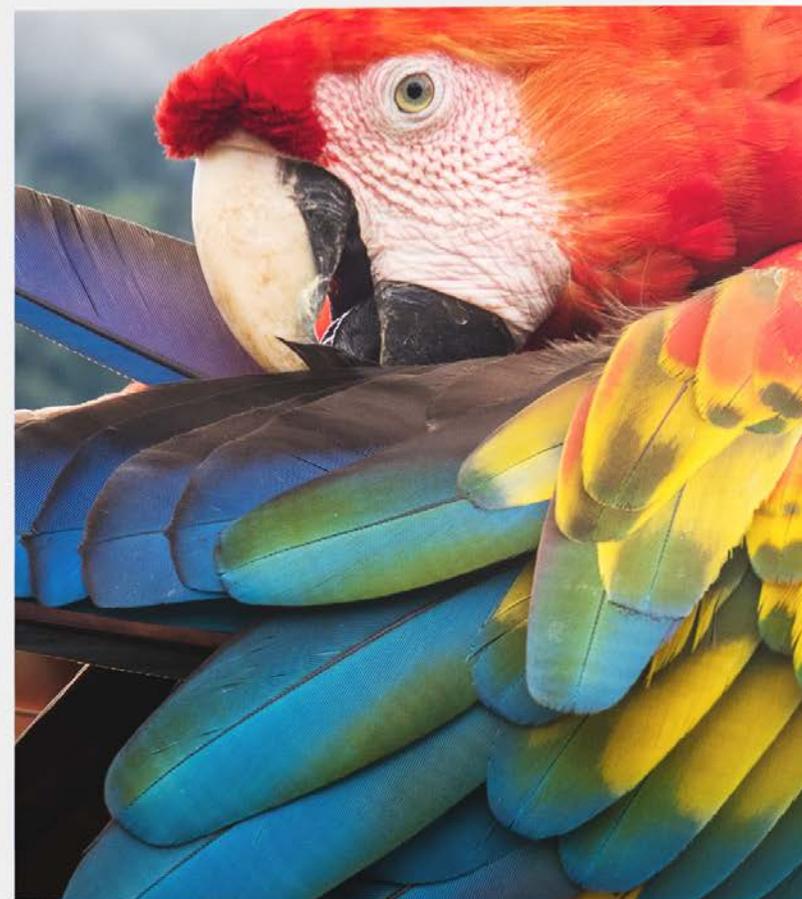
# Flexibility meets quality

Discover the advantage of flexible production scheduling. With one press and HP Brilliant Ink, you can deliver offset-class quality with high capacity across trade, STM journals, and full-color textbooks, while saving floor space and reducing overall investment.

Meet publisher SLA requirements with ease using HP Optimizer. This all-digital solution enables you to shift your production schedule for high-quality printing on offset coated and uncoated media—including gloss, matte, and silk—for mono or color jobs.

Achieve smooth skin tones, incredible shadow detail, and rich, vibrant color with new HP Brilliant Ink and proven High-Definition Nozzle Architecture (HDNA).<sup>5</sup> And with HP's wide range of color management services, you can ensure optimal color results.

<sup>5</sup> HDNA delivers 2400 npi and enables 500 fpm in Performance and Performance HDK modes and 250 fpm in Quality mode.



## **Brilliant, immersive color**

Impress customers with stunning, high-impact prints that demand attention. From rich reds to dazzling blues, HP Brilliant Ink produces vivid color options on coated and uncoated media.



# Reliable uptime

One of the most productive presses in the industry,<sup>6</sup> the HP PageWide Web Press T250 HD provides the reliability to help maximize uptime, and the upgradability to easily integrate state-of-the-art technology for a fraction of a new press cost.

## Maximize your capacity to rival offset printing

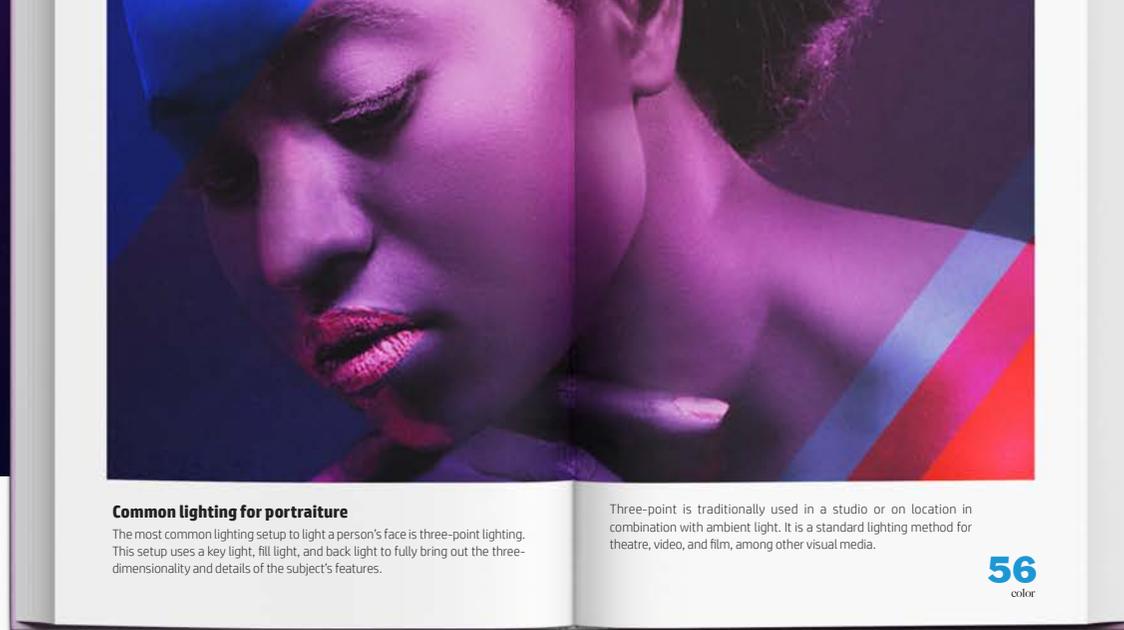
- Print up to 590 A4/1200 A5 books per hour, per press<sup>7</sup>
- Replace printheads in minutes

## Optimize efficiency with a press engineered for less labor and less waste

- Reduce paper waste and print as the press comes up to speed
- Save on ink with printheads that require minimal maintenance
- Simplify QA with a color vision system that automatically flags potential issues
- Maximize uptime, enable ink changes on the fly, and ensure ink supply on high-coverage jobs with a remote ink transfer station (RITS) that supports up to three T250 HD presses

<sup>6</sup> Press speeds up to 500 feet per minute in Performance and Performance HDK modes with duty cycle of up to 62M US letter size/month.

<sup>7</sup> Press speeds based on a 200-page book in performance HDK mode.



#### Common lighting for portraiture

The most common lighting setup to light a person's face is three-point lighting. This setup uses a key light, fill light, and back light to fully bring out the three-dimensionality and details of the subject's features.

Three-point is traditionally used in a studio or on location in combination with ambient light. It is a standard lighting method for theatre, video, and film, among other visual media.

56  
color

# Proven solutions for publishing success

By investing in HP's world-class finishing and bindery solutions, designed to work seamlessly with HP PageWide Web Presses, you can strengthen the confidence of your customers and safeguard the future of your business.

- Solutions built on HP Site Flow help streamline and integrate your workflow
- Unique multi-roll printing (MRP) features integrated with zero-speed splicers deliver more productivity and less media waste
- ColorPRO media, specifically designed to work with HP Brilliant Ink, helps optimize quality and productivity
- The integrated, easy-to-use Ink Estimator tool rapidly models production costs so you can accurately bid new jobs

# Praise for HP PageWide Web Presses

Our customers from around the world rely on HP PageWide Web Presses to provide the offset-class quality, flexible production scheduling, and reliable uptime their businesses demand.



We had to differentiate ourselves on speed, quality, and price. With the HP PageWide Web Presses, we can print on locally sourced papers, coated and uncoated. That helps us streamline our production while matching offset quality. **HP met our needs perfectly.**

—Fabricio Lemos de Souza,  
Owner and Designer  
at Forma Certa

With inkjet and offset together, Rotolito can handle pretty much anything the customer needs: pre-press, bookbinding, tech manuals, price lists, guides, flyers, diaries. That portfolio expansion is the biggest change we've made thanks to the new technology. **And the results speak for themselves.**

—Emanuele Bandecchi,  
Sales and Marketing Director  
at Rotolito

One of the reasons we picked HP was the uptime on their presses. If one of our seven T200 presses goes down at nine o'clock in the morning, and we don't get it back up until the next day, we miss 500 shipments. **The uptime is a huge win for us.**

—Jerry Messner,  
VP of Customer Success  
at LPi Printing





See the full story unfold at  
[hp.com/pagewidewebpressT250](http://hp.com/pagewidewebpressT250)

Concentra #



#### THE COLOR BLUE

This color is one of trust, responsibility, honesty and loyalty. It is sincere, reserved and quiet, and doesn't like to make a fuss or draw attention. It hates confrontation, and likes to do things in its own way.

Blue is reliable and responsible. This color exhibits an inner security, confidence. It seeks peace and tranquility above everything else, promoting both physical and mental relaxation.

#### REDS ORANGES YELLOWS

**Any color that is vivid or bold in nature.**

Warm colors consist of orange, red, yellow, and combinations of these similar colors. As the name indicates, they tend to you think of sunlight and such as sunlight and warm colors are heightened as