



Indigo Digital Press

Innovation. Customization. Productivity.

Get the quality and support you need to bring your work to the next level

When innovation and productivity collide, the opportunities are endless. See why the demand and growth for digital are increasing and how printers are taking full advantage of HP Indigo to outrun the future now.

The future of printing is digital

The labels and packaging industries are growing

With a total label market value of \$27.7B in 2018, there are more opportunities for growth now more than ever.

Don't just keep up — stay ahead

Print remains a significant part of the economy, standing at a \$900B industry. Respond to brand demands with digital technology to achieve high quality and shorter delivery.

More jobs lifted by e-commerce

The demand for web-to-print jobs have increased and are now **creating nearly 6000 new jobs per day.**

Delivering personalization efficiently

80% of millennials pay more attention to print pieces like direct mail and retail inserts. Personalized pieces are becoming profitable with digital's variable data capabilities.

The HP Indigo difference

Despite market declines, over the same 8-year period, HP Indigo customers have experienced **consistent growth.**

Innovative technology to fuel new growth

Unique LEP Technology

- Reach 97% of Pantone
- Use 7 Color Stations
- Impress consumers with special inks
- Expand media versatility

An effortless offset look and feel

With an offset-like printing process, you can achieve unmatched quality without increased costs and production. Features like thin liquid and translucent ink, uniform gloss, no plates and minimal waste make for the result you want without compromises.

Endless product possibilities

With the widest application range, run millions of pages per month with countless media types.



Backed by 250 partners worldwide

Representing **85%** of the digital market

- **25 years** of proven innovation
- **\$1B** R&D investments in the graphic arts industry
- Support from **500 field engineers**
- Join a **\$50B tech giant, HP Inc.**



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