

EVERYTHING



CAN BE  
MADE  
MORE  
EFFICIENT



Moving some jobs from flexo to **HP Indigo** could make you much more **EFFICIENT AND PROFITABLE.**

TIME IS THE ONLY THING THAT **MONEY CAN'T BUY.**

Improving your efficiency **TODAY** opens opportunities **TOMORROW.**



HP Indigo 6900 Digital Press



**THE LABEL MARKET IS GROWING. DIGITAL IS GROWING EVEN FASTER.**  
Now is the best time to invest in HP Indigo.



WE DON'T WAIT 4 YEARS TO INNOVATE,  
WE INNOVATE ALL THE TIME.



**TIME IS MONEY,  
WAITING IS  
EXPENSIVE.**

# DON'T WAIT.



Putting off a decision to become more efficient can have long lasting impact on your business.



## Successful Label Corp.

Anytown, USA

### The opportunity

Successful Label Corp is a profitable and growing label business. Three and half years ago they purchased an HP Indigo WS6800 that grew the digital portion of their business to **\$4M in revenue**. Recently, they have been considering buying a new HP Indigo 6900 to handle the increasing printing demand.

A full business review performed by the HP Indigo team, has shown that they could move more flexo work to digital retire two older flexo presses and have a quick payback on their investment.



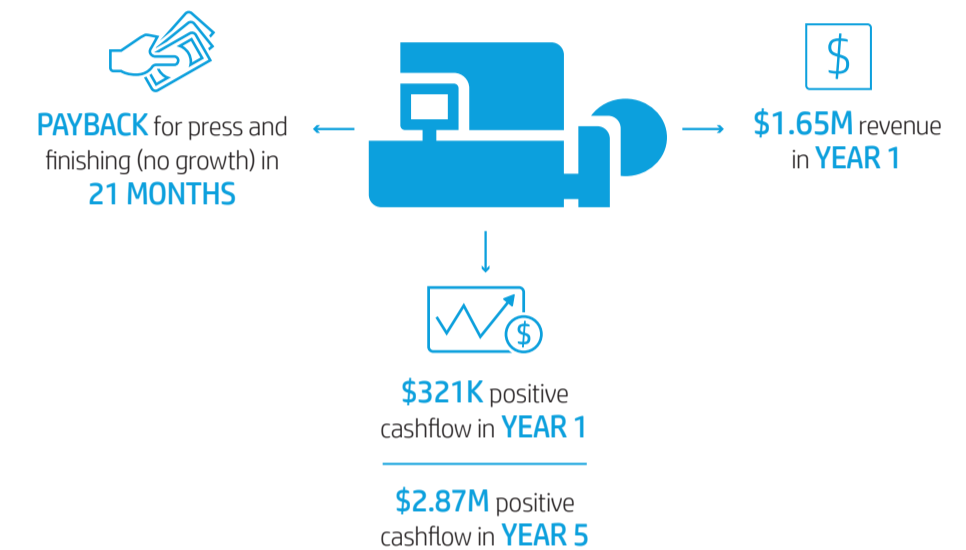
Indigo 8000 Opportunity

### The solution

Buying a new HP Indigo 8000 Digital Press will allow:

- 50%** of their jobs will be produced faster and with near line finishing.
- 40%** of their flexo capacity will be freed up allowing 2 of their Gear driven presses to be retired, increasing servo capacity.
- 25%** increase in servo flexo efficiency.

### The result



\*These are estimates based on HP Indigo business modeling. HP Indigo makes no guarantees of savings, costs or cash flow.

# HP INDIGO AMAZING OPPORTUNITIES

## Anna Log Labels

Flexoville, USA

### The opportunity

Anna Log Labels is a small, but profitable label company. They manufacture 8 label jobs per day on one shift, using their 4 older gear driven flexo presses.

With an annual revenue of \$4.5 million they have not been meeting their growth targets. And to do so they have been considering upgrading their flexo presses but have been hesitant due to the cost of the equipment and perceived risk.

Nevertheless, after a full job basket analysis performed by the HP Indigo team, they are ready to act.



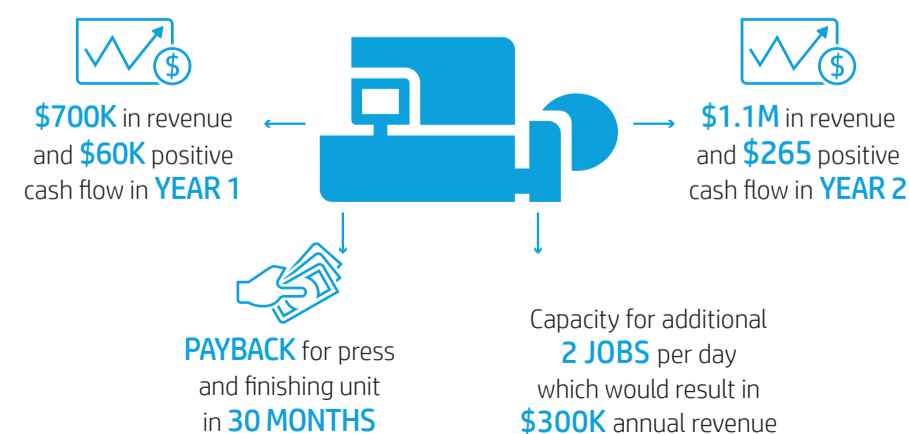
Indigo 6900 Opportunity

### The solution

Buying a new HP Indigo 6900 Digital Press, that enables:

- 55%** of their jobs will be produced faster and with more profit.
- 48%** of their flexo capacity will be freed up, allowing 2 of their flexo presses to be retired.
- 35%** more efficiency because the remaining flexo presses are running the right type of jobs.

### The result



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## Example Graphics, Inc.

Anytown, USA

### The opportunity

Example graphics has been struggling to grow, sacrificing margins down to dangerous levels in order to win new businesses.

They have been outsourcing labels jobs to a local label converting company even though their label portion of their business has quickly grown from \$0 to over \$400K per year. Their executives know the label market is growing and more of their customers need labels.

A full analysis performed by the HP Indigo team shows that by bringing in-house a previously operated HP Indigo Digital Press and finishing equipment from an HP Partner they will grow and make more in the first year than they are already jobbing.



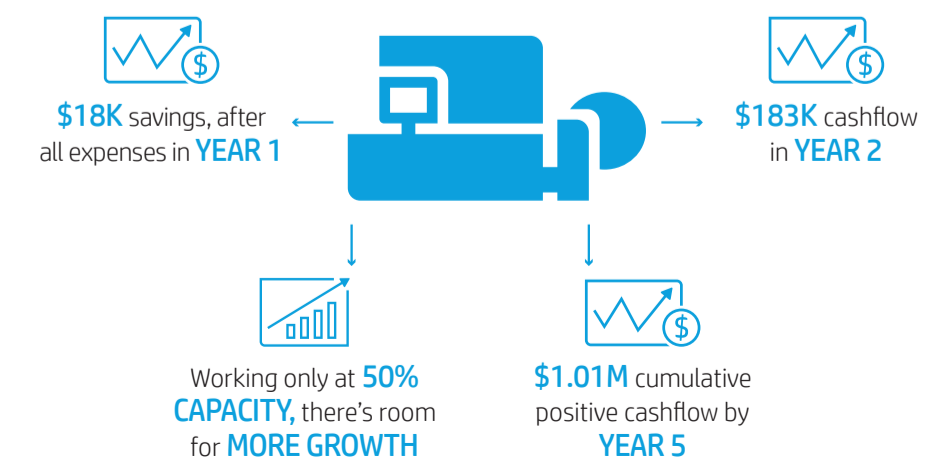
Previously Operated HP Indigo Digital Press Opportunity

### The solution

Buying HP Indigo 6r Digital Press and ABG finisher enables:

- Hire 2** full time head count only.
- 30 hrs** per month print time.
- 25%** growth per year.

### The result



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