



WHAT DO YOU HAVE TO SAY?



HP Indigo WS6000 Digital Press  
High-volume digital production for medium-run labels  
and packaging



## Dynamic markets demand faster, flashier labels and packaging

As the consumer products marketplace becomes more competitive, brand owners have an increasing need for flexibility and agility in the production of labels and packaging. The demand for more short-to-medium run lengths jobs is fueled by multiple trends:

- Quick-changing consumer preferences require newer products and “stand-out” labeling.
- In a dynamic marketplace, brand owners expect faster time-to-market.
- New product versions (SKUs) are introduced more frequently and in smaller quantities.
- Increased customer targeting, faster changes, and late stage differentiation have become a competitive advantage.

HP Indigo offers the most productive, high-speed digital solutions for short and medium-run label and packaging production.

## Productivity hits a new high with the HP Indigo WS6000 Digital Press

The HP Indigo WS6000 Digital Press is the cost effective solution for medium-run length label and packaging production. The total production cost of printing jobs up to 13,000 linear feet is significantly lower than that of conventional technology. In fact, the HP Indigo WS6000 Digital Press can economically print 80% of label jobs.

The HP Indigo WS6000 Digital Press offers a level of productivity that enables you to dedicate your conventional press to what it does best—long-run

jobs. It runs at throughputs of 98 feet per minute for 4-color jobs, and produces up to 295,000 sq feet or 980,000 linear feet per month (one shift). Enhancing your productivity, the press supports repeat length of 12.48" x 38.58"—efficiently using each frame of the substrate and reducing media waste.

In addition to eliminating the time-consuming process of make-ready, set-up and platemaking of conventional production, the HP Indigo WS6000 Digital Press offers numerous features for maximizing ease-of-use and uptime:

- The HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork is a highly efficient workflow and RIP station designed specifically for HP Indigo digital presses. The robust DFE easily feeds the press 50 jobs per day, while offering maximum color management and prepress tools as added options.
- With new, large-volume ink canisters, the press continues uninterrupted for longer periods.
- The innovative HP Indigo Print Care service and support toolset assures fast, accurate problem detection and resolution. The set includes on-press and remote diagnostics, guided troubleshooting, live web cam communications with remote support teams and remote access to the press PC. Operators and production managers also have instant access to press status and statistical data to help them monitor press activity.

Higher productivity also means higher profitability. By generating increased volumes of medium-length runs, owners of the HP Indigo WS6000 Digital Press reach a higher level of production efficiency and flexibility.

	# of labels	Share of label jobs	Volume of addressable labels
ws4500	Up to 60,000	65%	X
WS6000	Up to 120,000	80%	2.15 X
Improvement		23%	115%

\*calculation based on 30 labels per 3.2 linear feet

## Grab buyers' attention with top-shelf color quality

HP Indigo digital presses are renowned as the only digital printing technology that produces a level of quality that exceeds that of conventional. With the exclusive HP ElectroInk liquid ink, you have the choice of using mixed spot inks and 4, 6 or 7 color PANTONE® simulations. The extensive color gamut lets you address the strictest brand and color requirements for labels and packaging.

With 7 ink stations, the press gives you the option of extending CMYK process with orange, violet and green. HP Indigo white ink serves as an excellent backing color and enables you to print on a broad range of metalized and transparent substrates.

The HP Indigo Labels and Packaging Color Kit, Powered by EskoArtwork assures excellent color matching for digital proofing and printing and quickly defines color gamut conversion according to the colors on the press. The software recognizes the colors available on the press and makes an automatic conversion from any given color to the color space of the press.

## Expand your portfolio and your profitability

Time-to-market is often the most critical factor for your customers. The HP Indigo WS6000 Digital Press lets you service your customers with faster response and job turnaround.

The HP Indigo WS6000 Digital Press supports substrates from 12 to 450 microns (0.47-17.7 mils) in thickness. So, with a single press, you can accommodate labels as well as other profitable applications, such as flexible packaging, shrink sleeves and folding cartons. With the power of variable data printing, you can offer customers product personalization and security features, single product numbering, individualized tickets and game pieces, as well as track and trace and asset protection.

The bottom line is clear: HP Indigo WS6000 Digital Press is your key for opening profitable new applications and opportunities.

## The HP Indigo commitment to environmental responsibility

The HP Indigo WS6000 Digital Press is designed with several features that are environmentally important and also help to reduce cost:

- Power consumption reduction of 25% per printed label compared to previous presses.
- An imaging oil recycling system, enabling a reduction of approximately 50% in consumption and waste.
- Longer lifespan consumables result in the generation of fewer waste materials.

**Touch screen user**

**interface:**

- Intuitive and easy to use.
- Remote assistance to press operator by support center.

**Rewinder**

Easy-to-use touch screen panel, splicing table and web handling make changing substrates quick and easy.

**Packer arm**



**7-station color ink cabinet:**

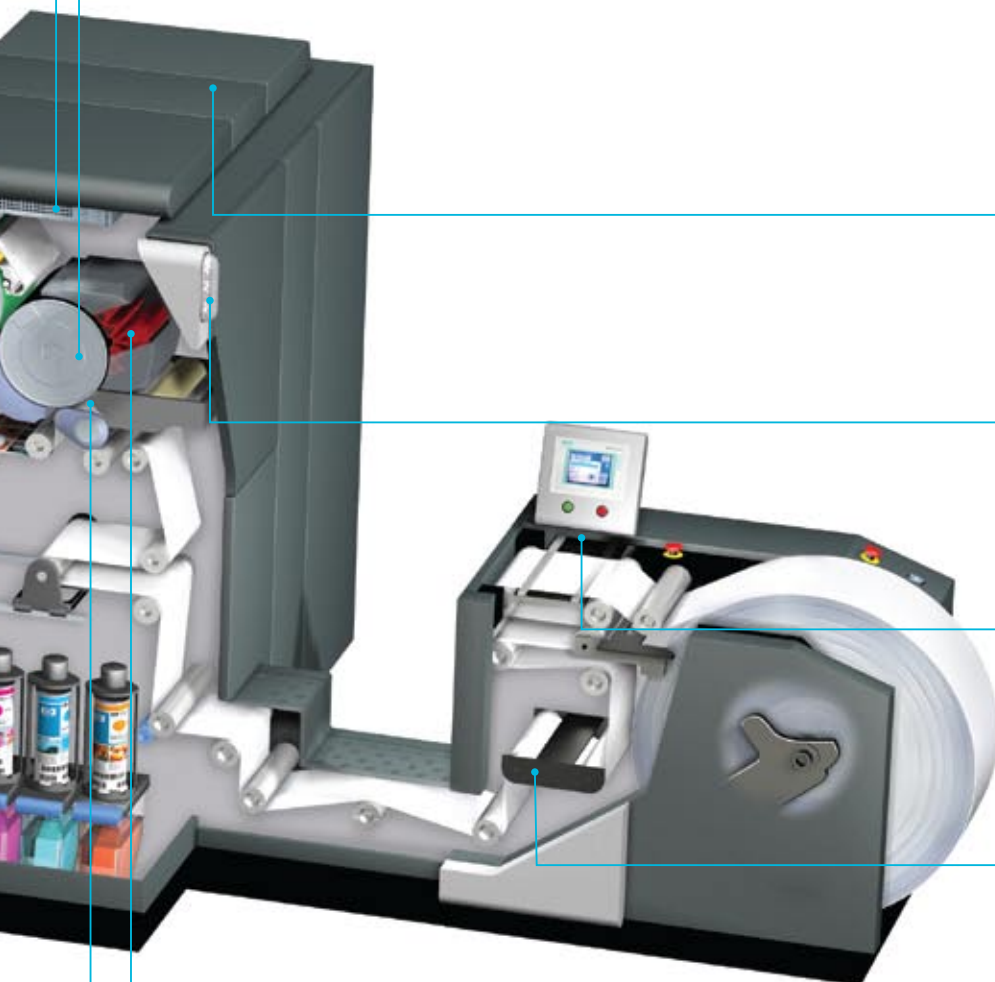
- 7 color stations, allow Pantone emulation of 4, 6, 7 colors and spot color printing.
- On-the-fly On-press Fast Ink Replacement (OFIR) system for easy spot color printing.

**Large ink cans:**

Require less frequent replacement.

**In-line densitometer:**

Closed loop color adjust for unmatched color consistency.



■ **High speed writing head:**

812 dpi (8 Bit/pixel) at  
775Mpix/sec using  
a 22 beam laser.

■ **One-shot process**

Assures perfect registration by accumulating all image separations on the blanket and transferring them to the substrate simultaneously in one shot. Supports repeat print length of 12.48" x 38.58", efficiently using the substrate and reducing waste.

■ **Imaging oil recycling system:**

reduces oil consumption and waste.

■ **Attention lights:**

Allow operator to monitor multiple presses without remaining in immediate vicinity.

■ **Unwinder**

Easy-to-use touch screen panel, splicing table and web handling make changing substrates quick and easy.

■ **Web guide:**

Automated web guide for continuous substrate control.

■ **Blanket cylinder:**

Supporting high print speed. New mechanism for quick and easy installation.

■ **External blanket heating:**

Accurate local temperature control optimizing print process per substrate type.



## A proven end-to-end solution tailored to your specific business goals

**The HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork**, a high-performance RIP, Digital Front-End and workflow controller. It can reside in your prepress environment or near the press. From its centralized location, it assures highly efficient file processing. Add-on options provide best-in-class color control, and prepress tools for bar-coding, enhanced step and repeat and high quality variable data output. The server enables connectivity to central EskoArtwork workflow solutions, as well as to other workflow components, such as web-to-print and MIS solutions.

With extensive space for storing a tremendous number of jobs, the server scales to adopt system upgrades and increased workflow requirements. The solution also addresses your production needs through ICC color management, and includes prepress tools in the native environment of Adobe® Illustrator™.

To complete your custom-made solution, HP has aligned with industry-leading providers of optimized hardware and software products:

### **AB Graphic** ([www.abgint.com](http://www.abgint.com))

**ABG Digoat:** offers an affordable in-house coating solution, and can be used to apply water-based primers or optionally UV curable over varnishes.

**ABG Digicon label finishing:** the Series 2 Digicon range from AB Graphic International offers an unprecedented variety of options for digital print finishing—available either in-line or off-line and incorporating flexo varnishing and semi-rotary die-cutting along with the options of overlaminating,

semi-rotary screen printing, hot foil blocking, and embossing, as well as an inspection system. The modular design allows for any combination of processes to be carried out in a single pass, and its sophisticated control system enables quick changeovers with minimal waste.

**ABG Digilam flexible packaging finishing:** the ABG Digilam is a laminator designed for flexible packaging applications, such as food-specific substrates. The equipment allows water-based adhesives to be applied via a gravure coating system. It incorporates a 4-stage high power hot air drying system, followed by a heated laminating nip roller and a single spindle rewind with pneumatic lay-on roller. A sophisticated web tension control system enables the easy handling of materials as thin as 12 microns.

### **Delta Industrial** ([www.deltaind.com](http://www.deltaind.com))

The Delta Spectrum Series flexible Mod-Tech rotary converter is optimized to run in-line or off-line with the HP Indigo narrow web presses. All modules are servo-controlled to register and reregister from each axis; they unwind and rewind clockwise or counter-clockwise. The system includes a steering assembly and die station, and provides the coating, over laminate, flex and engraved die-cut, slit or sheet, laser die-cutting, hot stamp, cold foil and more.

### **Michelman** ([www.michem.com](http://www.michem.com))

Environmentally friendly, water-based DigiPrime coatings provide excellent HP Indigo ink adhesion on a variety of substrates.

### **Media partners**

Fedrigoni/Manter, UPM Raflatac, Avery Dennison, Ineos Films, Mitsubishi and Innovia offer diverse self-adhesive paper and films on rolls and foils.

# Technical Specifications

<b>Printing speed</b>	98 feet per min. in 4-color mode 196 feet per min. in 1 or 2-color mode
<b>Image quality</b>	Resolution: 812 and 1219 dpi at 8 bit. 2438 x 2438 addressability HDI (High Definition Imaging)
<b>Line screens</b>	144 Sequin, 175, 180 HDI
<b>Image format</b>	12.48" x 38.58" maximum
<b>Substrate thickness</b>	12-450 micron (0.47-17.7 mils)
<b>Substrate type</b>	Self-adhesive label stock, films and folding cartons
<b>Web width</b>	Max. width: 13.39" / Min. width: 7.87"
<b>Input System</b>	Input roll max. diameter: 39.37" Core inside diameter: 3" (6" optional) Max. roll weight: 595 lb.
<b>Output System</b>	27.56" max. roll diameter
<b>HP Indigo inks:</b>	
<b>Standard 4-color printing</b>	Cyan, Magenta, Yellow and Black
<b>Additional colors</b>	White Ink
<b>PANTONE® colors</b>	<ul style="list-style-type: none"> <li>• PANTONE-licensed HP IndiChrome on-press 6-color printing using CMYK as well as orange and violet</li> <li>• PANTONE-licensed HP IndiChrome off-press Ink Mixing System, for spot color creation, using CMYK as well as orange, violet, red, green, blue, bright yellow and transparent</li> <li>• HP Professional PANTONE Emulation Technology (PANTONE-licensed CMYK values for 4-color PANTONE simulation, utilizing ICC profiles to provide optimized simulation values for the specific press and media combination)</li> </ul>
<b>Reinsertion</b>	Simplex and duplex capability
<b>Electrical requirements</b>	Input voltage: 3-phase, 400 VAC, ± 6%, 3 x 50 Amp (no transformer) 50/60 Hz Power consumption: 18 KW (avg. during print)
<b>Dimensions of overall press</b>	Width: 236.6" / Depth: 150.9" / Height: 82.3"
<b>Press weight</b>	7055 lb.
<b>DFE Architecture</b>	HP PrintLink software architecture – real time, bi-directional data exchange
<b>Supported image formats and standards</b>	PS (Adobe certified), composite and pre-separated PDF 1.7, EPS, DCS 2, Esko-Graphics native format; any format which can be imported to Adobe CS and be sent as PS to Esko (TIFF, JPG, BMP, EPS)
<b>Optional equipment/ configurations:</b>	
<b>HP Smart Stream Digital Print Server Options</b>	HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork
<b>Expanded colors capabilities</b>	5th, 6th and 7th color printing; HP Indigo Ink Mixing System
<b>Flexible Packaging</b>	Packer arm support in rewinder



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