Data sheet

Reducing the environmental impact of commercial printing & publishing

HP PageWide Web Press family

The HP PageWide Web Press family provides digital on-demand printing solutions that can help reduce waste. Water-based HP pigment inks and Bonding Agent enable an improved printing environment and key consumables are recyclable.[1]

Transform your production environment with breakthrough digital performance

The HP PageWide Web Press family offer can help reduce the impact on the environment of printing books, direct mail, transactional material,[2] newspapers, and other kinds of high-volume commercial applications. Based on the latest generation of HP's proven, scalable Thermal Inkjet Technology, these revolutionary presses enable significant cost reductions due to low cost-per-page and reduced inventory and spoilage. At the same time, these presses deliver an unparalleled combination of print width, color quality, and productivity that enables a range of printing possibilities.

Minimize waste with digital on-demand printing

Offset printing inherently generates high levels of waste during set-up and changeover processes. Digital on-demand printing with HP PageWide Web Presses virtually eliminates these inefficiencies, lowering the impact of printing on the environment in terms of raw materials, energy usage, and emissions. Printers can produce materials as needed, benefit from more efficient printing processes and economically viable short-run jobs, increase profitability by reducing waste in their own operations, and work with customers to reduce their carbon footprint.

"Based upon our initial analysis, we believe that we could cut the amount of paper used to print our books by around 15-20% a year by leveraging the efficiency and flexibility of digital on-demand printing."

– Marianne Fairclough, Vice President, Corporate Paper Operations, Pearson

Designed with the environment in mind

The HP PageWide Web Press platform and its printing supplies are designed with the environment in mind. Leveraging years of experience in the development and testing of ink formulations, HP developed the water-based HP pigment ink technology and specially-engineered Bonding Agent used with HP PageWide Web Presses to produce high-quality and durable images on a wide range of uncoated media.

These water-based HP pigment inks and Bonding Agent do not require hazard labels, and are non-flammable and non-combustible.[1] Furthermore, the presses have very low Volatile Organic Compound (VOC) emissions,[2] and there are no Hazardous Air Pollutants (HAPs) intentionally added[3] to the inks.

Recyclable consumables

HP printheads for HP PageWide Web Presses may be returned for recycling through the free, convenient HP Planet Partners program.[4] In addition, HP pigment ink and Bonding Agent drums for HP PageWide Web Presses are material recyclable.

Paper with a better environmental profile

Over 50 papers for the HP PageWide Web Press with environmental certifications can be found in the HP Media Solutions Locator tool.[5] These include papers certified to widely recognized standards such as the Forest Stewardship Council (FSC)[6], which is considered to be among the most credible by many leading environmental organizations, and the Programme for the Endorsement of Forest Certification (PEFC). These third-party certifications are a tool to help validate fiber sources.

Use of ColorPRO papers with HP PageWide Web Presses enables high-quality printing results on thinner grades of papers than those that have typically been used in high-volume inkjet printing.[7] Printing on thinner paper grades can translate into lower costs to commercial printers and publishers, lower transportation and distribution costs, and a reduced carbon footprint per square foot or square metre of paper printed.

Deinkable, recyclable prints

HP works with the paper industry to ensure a smooth transition as digital prints comprise more of the recycled paper stream. Working with independent research labs and deinking paper companies,[8] HP has already identified more than 30 papers that when printed with the HP Color PageWide Web Press rate "good deinkability" according to the European Recovered Paper Council scorecard using INGEDE Method 11.
Read a recent report certified by Papiertechnische Stiftung (PTS).

Learn more at
hp.com/go/pagewidewebpress/environment

HP A50 PageWide Web Press Inks have achieved UL Sustainable Product Certification (under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada), which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations. You can learn more about this certification at ul.com/environment

[1] HP water-based pigment inks and the Bonding Agent for HP PageWide Web Presses are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per U.S. Environmental Protection Agency Method 1020 and the flashpoint is greater than 110° C.

[2] Actual results may vary depending on operating conditions. Consult local authorities regarding Volatile Organic Compound (VOC) regulations in your area.

[3] Hazardous Air Pollutants (HAPs) may be present at extremely low levels (< 0.1%) according to EPA Method 311.

[4] Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability.

[5] Media availability varies by region. Use the HP Media Solutions Locator tool (hp.com/go/mediasolutionslocator) to find the environmentally certified media available in your location.

[6] HP papers certified under FSC® C017543 or PEFC™ PEFC/29-31-198.

[7] Based on internal HP testing of papers in the 75-90 g/m2 range.

[8] The process of separating ink (or toner) from printed media. Effective de-inking ensures that a paper recycling process produces quality fiber in high yields.

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