

HP  
INDIGO  
DIGITAL PRESS

25K

Capture your share of the rapid growth in digital flexible packaging with the field-proven solution.<sup>1</sup> You can profitably deliver a vast range of on-demand, sustainable packages with a holistic production ecosystem.



## JUMP ON THE FAST MOVING TRAIN

Grow in the on-demand, sustainable flexible packaging market.





# Jump on a fast-moving train

It's an express train. It's the fast-growing digital flexible packaging industry, and it isn't making any stops. The engine is fueled by the intensely personal demands of consumers and an exploding CPG industry that's evolving to keep pace. In an attempt to disrupt the status quo, small brands are going head-to-head with big brands, as big brands increasingly try to appear small and niche. **HP Indigo is the ticket for converters who recognize the opportunity and are ready to make a smart move.** Adding an HP Indigo Digital Press to your fleet brings brand new streams of revenue to your production floor. This is your opportunity to hop on a fast-moving train headed straight toward your financial success. HP Indigo flexible packaging solutions complement your business model, whether you're a big converter dealing with big brands or a small converter helping local brands disrupt. Meet growing demand from brands for shorter runs, speed to market, more personalized experiences, plus grow business and margins across your entire customer base. Leverage the power of HP Indigo digital technology to meet the demands of eco-friendly brands, offer a more sustainable solutions and address real environmental problems.



Fast track your financial success

Elevation through innovation

Right direction. Right partner.

## Tap into endless opportunities in a growing market

Help generate high margins by winning jobs that are not typically profitable with conventional production.

- Better serve small and medium brands by addressing all run lengths, with no minimum order, and delivered in just a few days.
- Produce a vast range of flexible packaging applications using off-the-shelf substrates with any converting technology.
- Win new business and grow margins by offering smart packaging with brand protection elements, variable data, and unique designs with HP SmartStream Mosaic and HP Smart Stream Collage.
- Food-packaging compliant with EU and FDA regulations.<sup>2</sup>



- With the widest color gamut and white portfolio<sup>3</sup>, provide true spot colors and up to 97% of PANTONE® colors.
- Meet brand expectations with gravure-matching quality and enable perfect color registration with HP Indigo One Shot Color technology.
- Hit brand colors in minutes; get consistent color day after day with HP Indigo Spot Master and automatic color tools.
- Enable perfect color registration with HP Indigo One Shot Color technology—all color separations are transferred simultaneously in a single pass.



## Meet brand quality with confidence

Meet the most stringent brand color and quality needs, with the inherent technology advantages of HP Indigo liquid electrophotography (LEP) technology.







**Be productive with a solution that keeps the environment in mind**

Minimize complexities, waste, and overhead to deliver eco-conscious packaging with the agility demanded by brands.

- Fastest time from file to pouch<sup>4</sup> with a tailored end-to-end solution including industry-leading vendors.
- HP Indigo digital print reduces your environmental impact by 40-60% compared to flexo and 60-80% compared to gravure.<sup>5</sup>
- Cash-in on the exploding demand for eco-conscious flexible packaging with the digital technology that complies with global standards.<sup>6</sup>
- Gain workflow efficiency and minimum touchpoints with market-proven Web-to-pack solutions.<sup>1</sup>



# HP INDIGO 25K DIGITAL PRESS



[1] Field-proven solution based on the HP Indigo 20000 Digital Press, with over 240 installations worldwide as of January, 2021. [2] Food products and packaging are a highly regulated sector, with varying requirements depending on where they are placed on the market. Therefore, converters are reminded to ensure that all materials utilized in the printing process are suited for the intended application and its conditions of use, and that the printing is performed in accordance with Good Manufacturing Practices. HP Indigo compliance with food packaging regulations: FDA, Title 21 of the Code of Federal Regulations for indirect food contact; Swiss Ordinance on Materials and Articles in Contact with Food, RS 817.023.21; EUPIA Guideline on Printing Inks Applied to the Non-Food Contact Surface of Food Packaging Materials and Articles (November 2011); Council of Europe Resolution ResAP (2005/2) for indirect food contact; Nestlé Guidance Note on Packaging Inks, exclusion lists for indirect food contact; German Food Law and Article 3 of the EU framework regulation 1935/2004, for non-food contact. [3] Compared to major digital printing competitors providing mid-web flexible packaging solutions as of November, 2019. [4] Compared to conventional flexo and gravure print, lamination, and pouch-making methods and based on internal HP testing, 2017. [5] Based on a third-party life cycle assessment comparison to flexo and gravure that showed the HP Indigo 20000 Digital Press has low environmental impact on flexible packaging at economical jobs across all 13 environmental impact categories considered in the study. For details, see the technical white paper: Low environmental impact printing with HP Indigo Digital Presses, 2016. [6] For example, HP Indigo Elecrolink has passed leading standards tests, and a wide set can also be used for printing compostable packaging. For details on approved inks and allowed limits, please contact the HP Indigo team for more information.

<p><b>PrintOS<sup>x</sup></b> Unleash the performance of your HP Indigo press with a suite of solutions that enables you to create your Print Factory of the future.</p>	<p><b>SERVICES</b> Enable your operator to get the most out of your press by building his self-sufficiency through knowledge, an on-press platform and expert support.</p>	<p><b>MEDIA</b> Lead, innovate and create distinct and incredible products for your customers with the most diverse media on hand.</p>	<p><b>HP INDIGO SECURE</b> Apply never-seen-before adaptive security solutions that provide multi-layered digital protection in just one pass.</p>	<p><b>SUSTAINABILITY</b> Step right into the forefront by exceeding your customers' demands and lead a new era of responsible printing.</p>
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HP Indigo 25K Digital Press  
**Technical specifications**

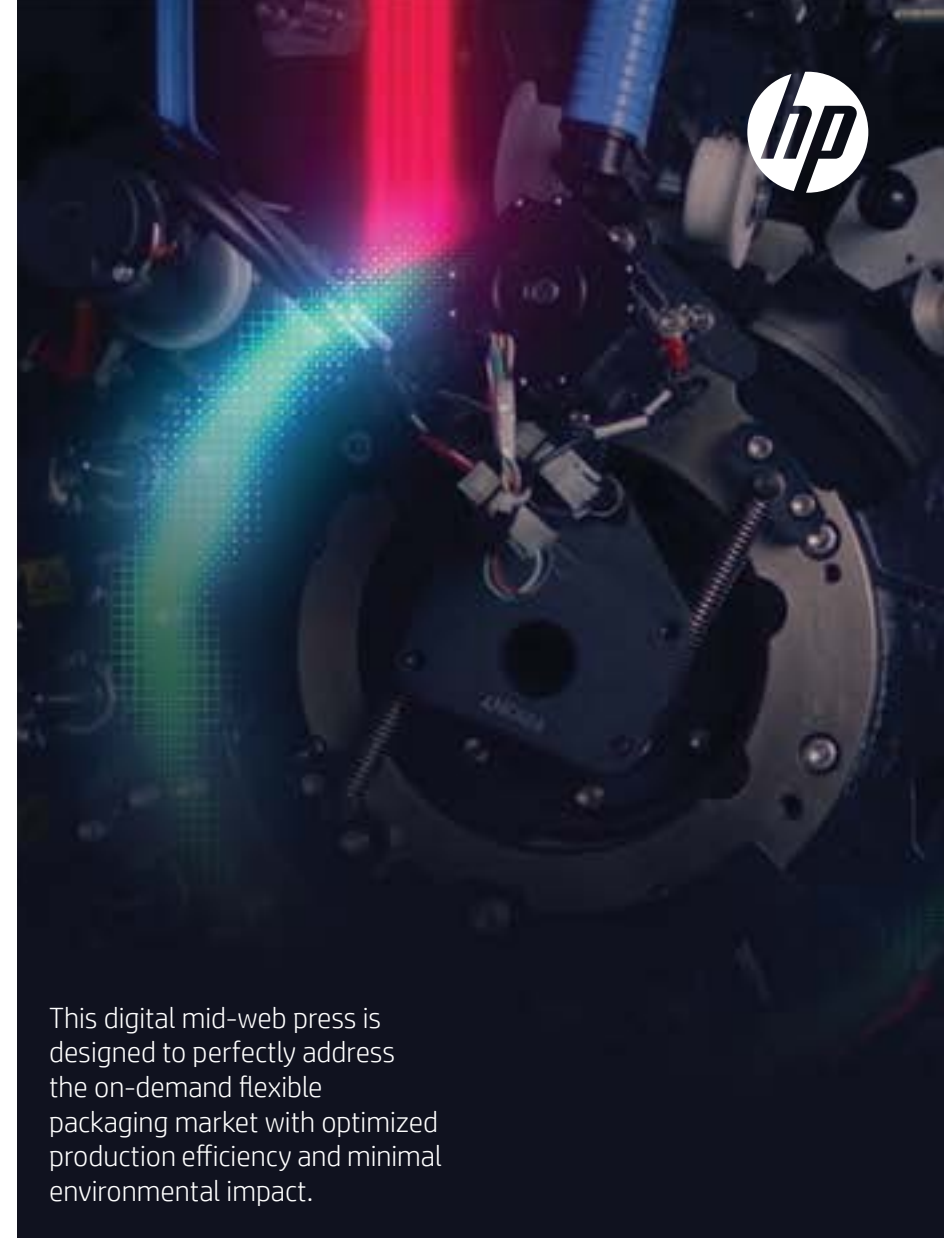
Printing speed	101 ft./min (31 m/min) in 4-color mode; 138 ft./min (42 m/min) in EPM; 82 ft./min (25 m/min) in 5-color mode
Image resolution	812 dpi at 8 bit; addressability: 2438 x 2438 dpi HDI (High Definition Imaging)
Line screens	175, 180, 180m, HMF-200, HDI-190 EPM
Image size	29.37 in x 44.09 in (746 x 1120 mm) maximum; Repeat length: 21.65 in (550 mm) minimum; 44.09 in (1120 mm) maximum
Substrate thickness***	0.4 mil to 16 mil/ 0.4pt to 16pt (10 to 400 microns)
Substrate type**	Film (PET, BOPP, PE, BOPA), shrink film (PETG, PVC, OPS) label stock (PE label), pre-laminates (PET/ALU/PE) and paper
Web width	Maximum width: 30 in (762 mm); Minimum width: 15.75 in (400 mm)
Priming unwinder	Max roll diameter: 39.37 in (1000 mm) Max roll weight: 1876 lb (850 kg) Core inside diameter: • Standard 3 in • Standard 6 in adapter
Rewinder	Maximum roll diameter: 31.5 in (800 mm) Maximum roll weight: 1545 lb (700 kg)
Print server	HP Production Pro for Indigo Labels & Packaging
Press dimensions	Width: 383 in (9730 mm); Height: 94.5 in (2400 mm); Depth: 185 in (4700 mm)
Press weight	33,112 lb (15,000 kg)
Cloud connectivity	Via HP PrintOS <sup>x</sup>
HP Indigo ElectroInks*	
Standard 4-color printing	Cyan, Magenta, Yellow, and Black
Additional process inks	Standard White, Premium White
HP IndiChrome 6-color printing	Cyan, Magenta, Yellow, Black, Orange, Violet, and Violet for packaging.
HP IndiChrome Plus 7-color printing	Cyan, Magenta, Yellow, Black, Orange, Violet, Violet for packaging, and Green
HP IndiChrome off-press spot inks	HP IndiChrome Ink Mixing Service for spot color creation using CMYK as well as Orange, Violet, Green, Reflex Blue, Rhodamine Red, Bright Yellow, and Transparent
PANTONE® colors	Supports PANTONE PLUS®, PANTONE MATCHING SYSTEM®, and PANTONE Goe™ HP Professional PANTONE Emulation Technology using CMYK on-press; HP IndiChrome on-press; HP IndiChrome Plus on-press; HP IndiChrome Ink Mixing Service for achieving up to 97% of the PANTONE® color range.
Enhanced Productivity Mode	Enables three-color EPM printing (Cyan, Magenta, Yellow)
Options	
Reinsertion	Simplex and duplex
Extended inspection capabilities	Reverse Inspection Bridge (RIB) and low tension
Slitter	Optional kit for inline PS label slitting

\* Food products and packaging are a highly regulated sector, with varying requirements depending on where they are placed on the market. Therefore, converters are reminded to ensure that all materials utilized in the printing process are suited for the intended application and its conditions of use, and that the printing is performed in accordance with Good Manufacturing Practices.

\*\* Media characteristics vary. HP cannot guarantee performance of media not listed in the Media Locator and recommends testing prior to use, according to media gamut guidelines

\*\*\* Above 250 microns according to HP media gamut guidelines.

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This digital mid-web press is designed to perfectly address the on-demand flexible packaging market with optimized production efficiency and minimal environmental impact.

Sign up for updates  
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Learn more at  
[hp.com/go/indigo](https://hp.com/go/indigo)

PUB Number - 4AA7-7228ENW, March 2021  
 This is an HP Indigo digital print

