



## Publishing

Whether you are an offset/litho printer looking to expand into digital short runs or a digital-first book manufacturer that wants to expand capacity, HP's PageWide Advantage 2200 is a press you can choose with confidence.

Grow your business with a single press that does double duty and will be with you well into the future. Its high-quality inkjet mono and color production on a wide variety of substrates enables the production of book interiors and covers with a single device, providing immediate access to new short-run jobs and redundancy for your existing digital production. Its unique flexible dryer configuration allows you to design the press line that is not only best for your needs today, but also can expand with your business over time. Combined with HP's established innovation via upgrades, you can be assured that your press offers state-of-the-art quality and speed and will keep pace with the market as it develops.

As the book publishing industry continues its evolution toward shorter runs, in-market production, and just-in-time inventory management, the HP PageWide Advantage 2200 allows book producers to meet the demands of their customers today and in the future.

## General commercial printing & Direct mail

The HP PageWide Advantage 2200 was designed with the flexibility, speed, quality, and reliability needed for producing high volume direct mail, flyers, catalogs, and a wide variety of commercial work.

Grow your business by producing amazing targeted, personalized campaigns and produce long-run and short-run projects that deliver results for your clients. The HP PageWide Advantage 2200 can handle multiple substrates from lightweight paper (40 gsm) to thick postcards and self-mailers (320 gsm) - including standard uncoated and coated offset media. The press supports in-line post-coating as well as a wide range of in-line and near-line finishing options.

HP Brilliant Inks produce eye-catching color that pops, from light coverage letters to heavy coverage glossy self-mailers and brochures, with an amazing quality that is virtually indistinguishable from offset. The unique HP High Efficiency Drying (HED) system ensures that the press produces at rated speeds even with high saturation coverage, and can be configured in multiple stages including with an integrated chill roller to ensure maximum throughput.

Physical direct mail and catalogs are some of the most powerful and effective marketing channels, and the HP PageWide Advantage 2200 is the tool of choice to create marketing materials that make a difference. It also offers the flexibility to handle a broad range of commercial applications including inserts, newsletters, brochures, manuals, signage, and more.



## The HP On-Press Workflow Advantage

Print environments are fast paced and every changing. Keep up with your customer demands and add a competitive advantage with HP workflow solutions. Tackle variable and unpredictable General Commercial Print and Publishing work with the flexibility of a cutsheet workflow while leveraging the power and speed of a roll-fed inkjet production line.

With Smart Workcell Controller from HP, your PageWide Press offers a simplified operator experience, automated and intelligent workflow management, and data-driven press optimization for superior performance. Pair Smart Workcell Controller with time saving pre-press tools and a future-ready press controller to empower your print environment to deliver serious ROI and new business opportunities.



# HP PageWide Advantage 2200 with HP Brilliant Ink

A decade of HP PageWide Innovations are your Advantage



1. Unwinder
2. Consolidated print server
3. User console
4. Ink delivery system with HP Brilliant Ink
5. Single print arch
6. HP HDNA Printheads
7. Paper path
8. HP Color QUICK Vision System
9. Web Cooling Module
10. High-efficiency drying
11. Graphic user interface
12. Rewinder

## Get Next Level Productivity and Versatility



**Performance Economy Color Mode:** Up to 800 fpm /244 mpm for critical color jobs.<sup>1</sup>



**Increased Media Weight Support:** Capture more high value jobs and move into new applications requiring thicker offset coated media up to 320 gsm/18 pt C1S<sup>2</sup>



**On Press Color Profiling:** Setup new media and create custom color profiles in as little as 5 minutes - a tenth of what it normally takes - with minimal training and operator interventions.<sup>3</sup>



**Smart Workcell Controller:** Use next level automation to help drive up to a 15x increase in productivity with longer continuous production runs.<sup>4</sup> Reduced pre-press and operator setup times, intelligent job batching, less job switching tasks and reduced media roll change times.



**Extended Print Width:** Maximize print zone width for job content and increase finishing application flexibility by moving finishing marks to 5 inch/13 mm zone on edges.<sup>5</sup>

<sup>1</sup> Press performance can be influenced by a variety of factors including press, dryer and digital front-end configuration, print speed, media selection, print application, and environmental factors. For further details, please consult your HP representative.

<sup>2</sup> Requires HP PageWide Advantage 2200 with 3 dryer zones and active web cooling.

<sup>3</sup> In comparison to manual setup of new color profiles. HP's data suggests on a production ready press that utilizing this feature allows for the setup of a new profile in less than 5 minutes.

<sup>4</sup> Based on data collected by HP in February 2024 on actual and simulated customer job basket. Actual results may vary depending on workflow setup and job basket.

<sup>5</sup> Finishing marks are printed in half density.

## PageWide Web Press & Sustainability

HP Sustainable Impact Strategy



High Efficiency Drying Technology



Responsibly Sourced Paper



Product Longevity



HP Inks & Fluids



Take-Back & Recycling of Consumables



# What can you print in 1 hour?

- 1. Poster**  
15.33"x24.49" (389 x 622 mm)  
160 gsm offset gloss coated media  
**10,000 Posters per hour**
- 2. Enveloped Direct Mail**  
8.5"x11" (216 x 279.4mm)  
60 gsm Uncoated media  
**25,000 Jobs per hour**
- 3. Cook Book** | 160 pages  
8.25" x 9.625" (209x244 mm)  
90 gsm offset gloss media  
**850 Book blocks per hour**
- 4. Magazine** | 12 pages  
8.25"x11.75" (209x298 mm)  
130 gsm offset matte coated media  
**9,000 Magazines per hour**
- 5. Punch card** | 1 page  
6"x9" (152 x 228 mm)  
320 gsm/16 pt gloss media  
**46,500 Cards per hour**
- 6. Postcard**  
6"x11" (152 x 279 mm)  
320 gsm/18 pt C1S media  
**38,000 Cards per hour**
- 7. Flyer** | 2 pages  
8.5"x11" (216x279.4 mm)  
120 gsm uncoated media  
**64,000 Flyers per hour**



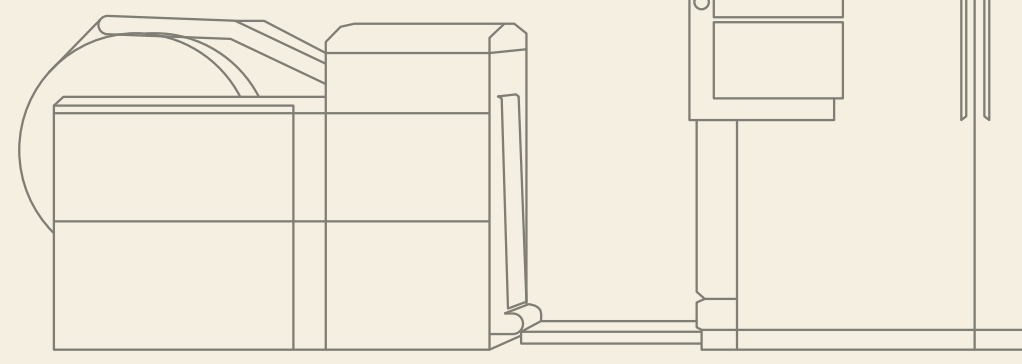
All projections assume press configuration with 3 dryer zones and Active Web Cooling (AWC), best imposition, print width, chip outs, trim margin and print speeds based on coverage and media weights.

## HP PageWide Advantage 2200 Three dryer zones with active web cooling

|                                   |  |   |
|-----------------------------------|--|---|
| Throughput                        | Mono Performance Mode  | Up to 800 ft. (244 m) per minute  |
|                                   | Performance Economy Color Mode <sup>1</sup>  | Up to 800 ft. (244 m) per minute  |
|                                   | Performance Mode <sup>2</sup>  | Up to 500 ft. (152 m) per minute  |
|                                   | Performance HDK Mode <sup>3</sup>  | Up to 500 ft. (152 m) per minute  |
|                                   | Quality Mode <sup>4</sup>  | Up to 500 ft. (152 m) per minute  |
| Max duty cycle                    | Mono Performance Mode  | 90 million U.S. letter images per month/ 85 million A4-sized images per month |
|                                   | Performance Economy Color Mode <sup>1</sup>  | 90 million U.S. letter images per month/ 84 million A4-sized images per month |
|                                   | Performance Mode <sup>2</sup>  | 62 million U.S. letter images per month/ 58 million A4-sized images per month |
|                                   | Performance HDK Mode <sup>3</sup>  | 62 million U.S. letter images per month/ 58 million A4-sized images per month |
|                                   | Quality Mode <sup>4</sup>  | 62 million U.S. letter images per month/ 58 million A4-sized images per month |
| Media                             | Handling: Tight web continuous roll feed Paper width: 8 to 22 in (203 to 558 mm) 40 up to 320 gsm or up to 18 pt./C1S, 30-lb text to 120-lb cover <sup>5</sup> Media types: Wide range of standard offset coated including glossy, silk, matte, uncoated, inkjet treated, and ColorPRO media   |   |
| Print system                      | A2200 standard print system: CMYK with HP OptimizerPrint technology: Thermal inkjet, including HP High Definition Nozzle Architecture Native resolution: 2,400 nozzles per inch8x nozzle redundancyPrintable width: Up to 20.5 in (521 mm)Printable frame length: From 8.5 in to 72 in (216 mm to 1829 mm)   |   |
| Drying                            | 3 HP High Efficiency Drying modules <sup>1</sup> Active web cooling module   |   |
| Dimensions (W x L x H)            | 246 x 693 x 102 in (6.24 x 17.60 x 2.59 m) <sup>6</sup>  |   |
| Operating environment             | Press operating temperature range: Optimal 64° to 75° F (18° to 24° C)Digital front-end operating temperature range: Refer to HP SmartStream Production Elite Print Server data sheet or consult your HP Solutions professionalHumidity: 40% to 60% RH   |   |
| Press operating requirements      | Electrical voltage: 400V to 480V, 3 phase  |   |
| Consumables                       | Printheads: HP B62 printheads (separate printheads for CMYK colors and HP Optimizer) Ink supplies: HP Brilliant B60 200-liter Ink containers (separate containers for each color and HP Optimizer)Servicing: HP 10-pack Web Wipe Cassette  |   |
| Standard configurations           | HP Color Vision System with HP Quality Image Check (QUICK) Vision System Color Calibration   |   |
| Optional equipment/configurations | Configuration options available to address specific printing requirements <ul style="list-style-type: none"> <li>• Multi-Press RITS7</li> <li>• Moisturizer (Recommended)</li> <li>• Unwinder and rewinder</li> <li>• Expanded Digital Front End (DFE)</li> <li>• Multi-roll printing/ ZSS</li> <li>• Post coater</li> <li>• Color essentials</li> </ul> |   |
| Warranty                          | Six-month limited warranty   |   |

Press performance can be influenced by a variety of factors including press, dryer and digital front end configuration, print speed, media selection, print application, and environmental factors. For further details, please ask your HP representative.

1. Performance Economy Color Mode delivers higher productivity for color jobs on uncoated media using less high-drop weight color ink.  
2. Performance mode delivers high quality using single (or high) drop weights.  
3. Performance HDK mode delivers higher quality using dual drop weights on black ink.  
4. Quality mode delivers the highest quality using dual low and high drop weights.  
5. Press configuration supports 40-320 gsm and up to 18 pt./C1S. Customer application-specific testing advised for media between 40-60 gsm or 250-300 gsm. Media between 300-320 gsm, 16 pt. C2S, 18 pt. C1S can be supported with customer-specific application testing.  
6. Dimensions for standard configuration with optional unwinder, rewinder, and recommended moisturizer. Winder and front clearances included. Height clearances not included.  
7. Required with first press. Can be shared with up to 3 presses.  
4AA8-3815ENW, March 2024



# Realize your Advantage



**HP PageWide Advantage 2200 with HP Brilliant Ink**  
Get next level productivity and versatility with the HP PageWide Plus Package

**NEW**  
Up to **800 fpm/ 244 mpm** on color and mono jobs

**NEW**  
Up to **320 gsm/ 18 pt.** media weights

