

Interpack features new HP digitally printed packaging

Interpack, being held 12-18 May 2011 in Messe Düsseldorf, Germany will feature the HP unique 400m2 'Digital Supermarket' themed stand to present brand managers, retailers, packaging and label converters with the business opportunities provided by digitally printed packaging.



HP Indigo WS6000 Digital Press

Produced using digital solutions, including the HP Indigo WS6000 Digital Press and printing solutions based on thermal ink technologies from HP Specialty Printing System (HP SPS), it will display branded products that utilise the power of digital print to create innovative and high quality packaging and marketing materials.

"Today's brand managers are looking for ways to add value and differentiate their brands," said Alon Bar-Shany, vice president and GM, Indigo Division, HP. "Digital printing, with print quality as good as or better than flexo, enables brands to be quickly and easily refreshed and labels and packaging adapted quickly for seasonal promotions, special events or even language versions. Many brand managers have also discovered the benefits of using digital printing for prototyping and market trials, where cost-effective test products may be produced on final substrates."

Other benefits to packaging and label buyers made possible by digital printing are fast response times, shorter supply chains, faster time-to-market and reduction of inventories and waste.

Transferring jobs up to 4 078m or 120000 labels from conventional printing to digital, the ability of the press to handle substrates from 12-450 microns means that a wide range of substrates may be used to create high value labels, shrink sleeves, flexible packaging and folding cartons complete with variable data and accurate, reliable matching of Pantone Colours.

For converters wishing to enter new markets and add new revenue streams, attract new customers or sell different products to existing customers, the digital press provides the versatility to address these opportunities.

More information is available at www.youtube.com/hpgraphicarts.