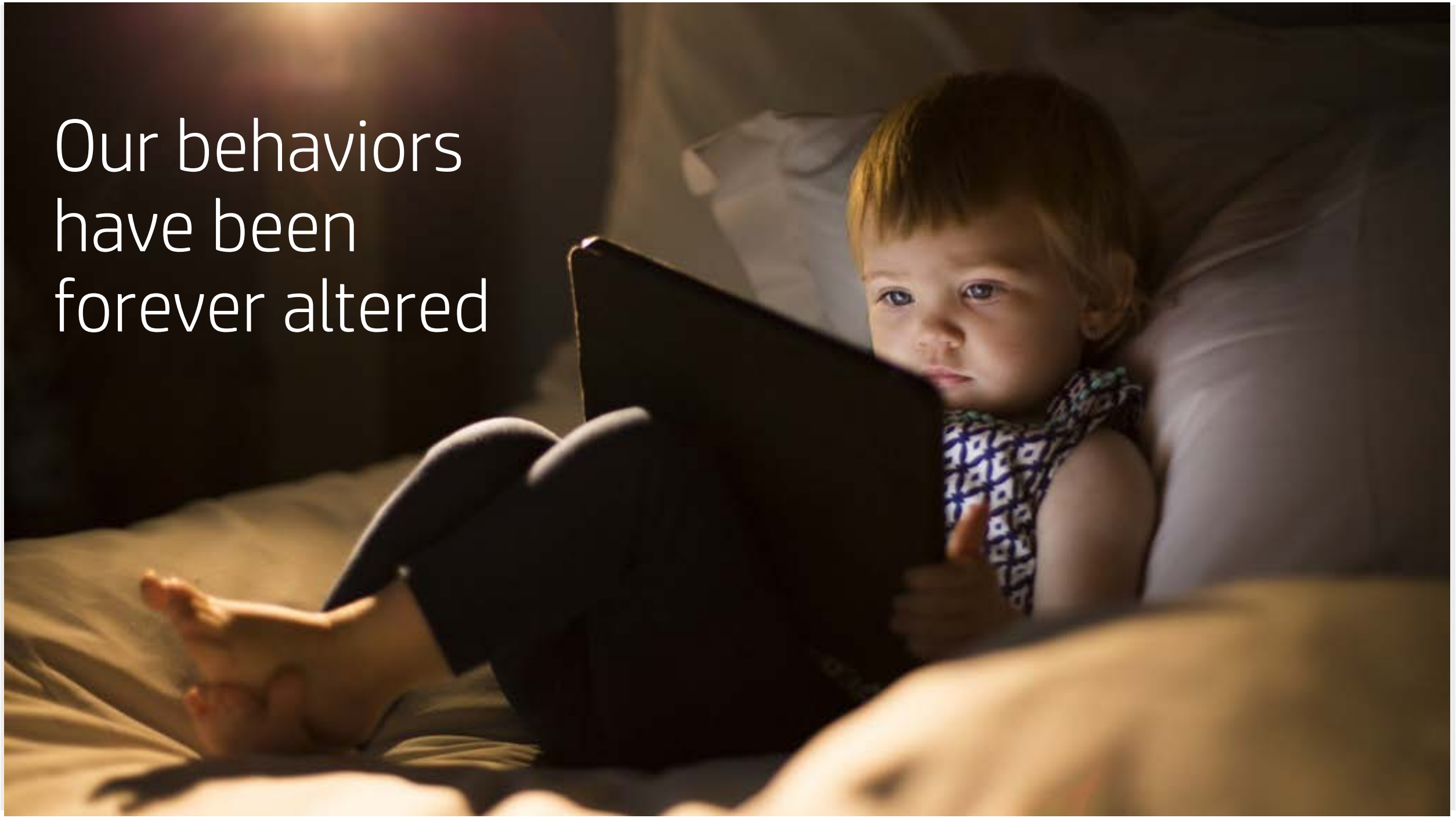
CHANGE IS HERE.
AUGUST
BUILDERS
GIN
THE ADVENTURES
WHITE
BREAD
MIX
BRISTOL 403
SASHA GUSOV
Soap Bar
Trident

Why Indigo

Industry & Market Trends

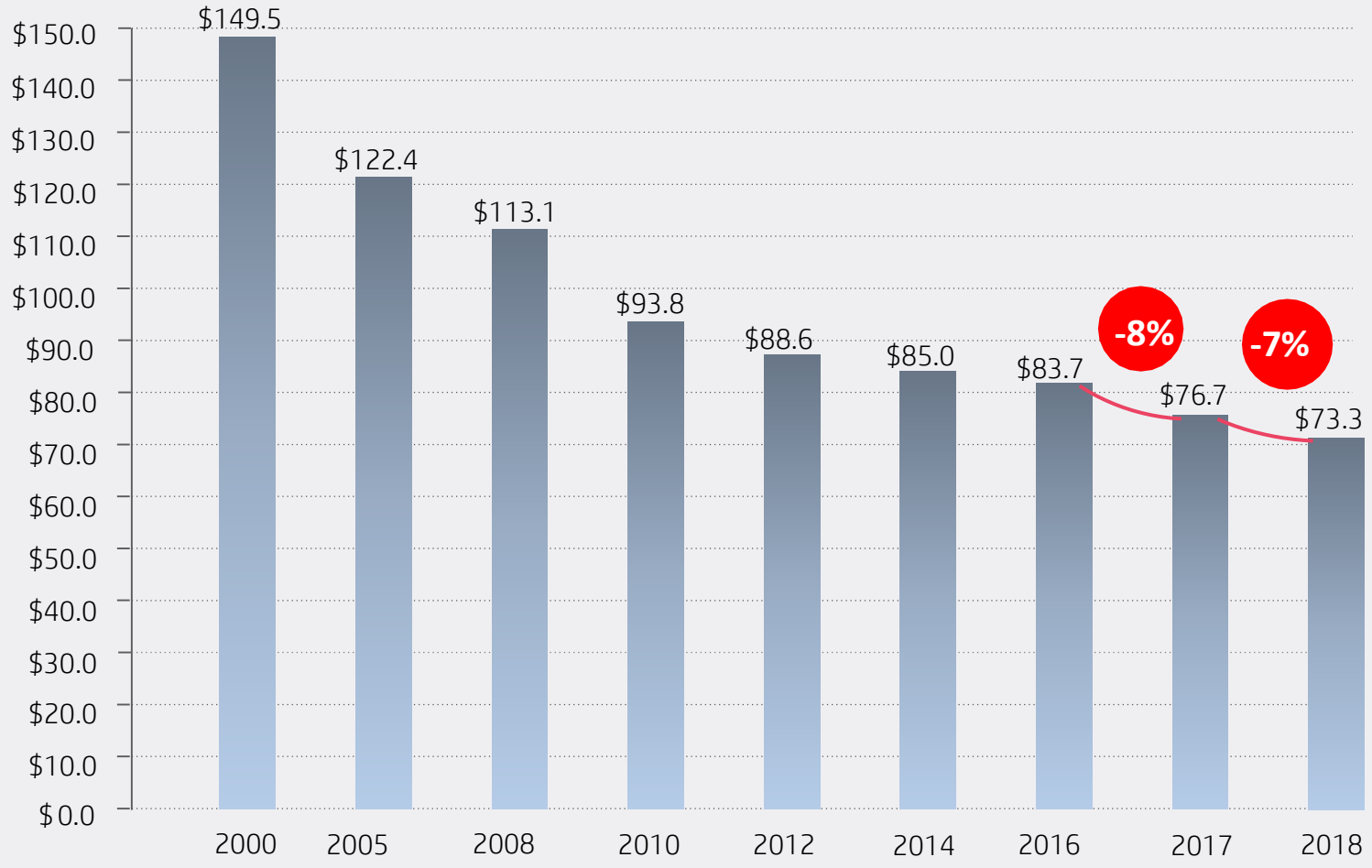
Digital disruption is transforming our world

We are shifting to an era
dominated by digital media


Our behaviors
have been
forever altered

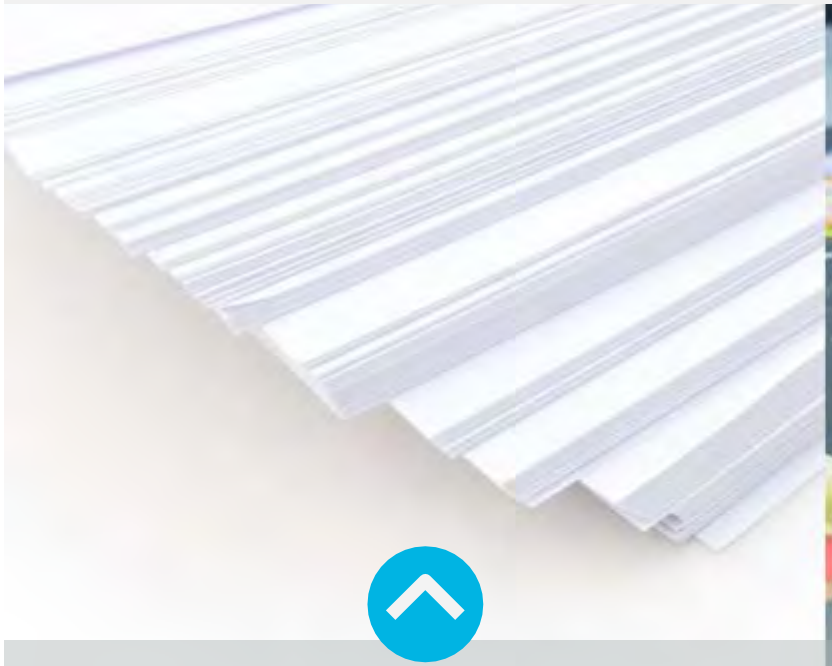
US commercial print revenues are in decline

Annual US Commercial Printing Shipment for Selected Years in Billions of $

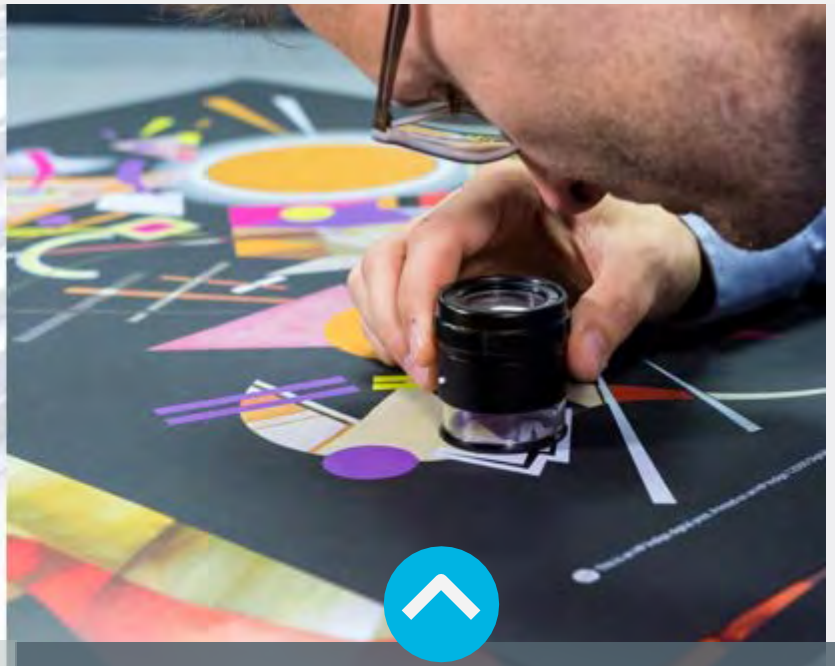


Source: Dr. Joe Webb, What They Think, Feb .2018

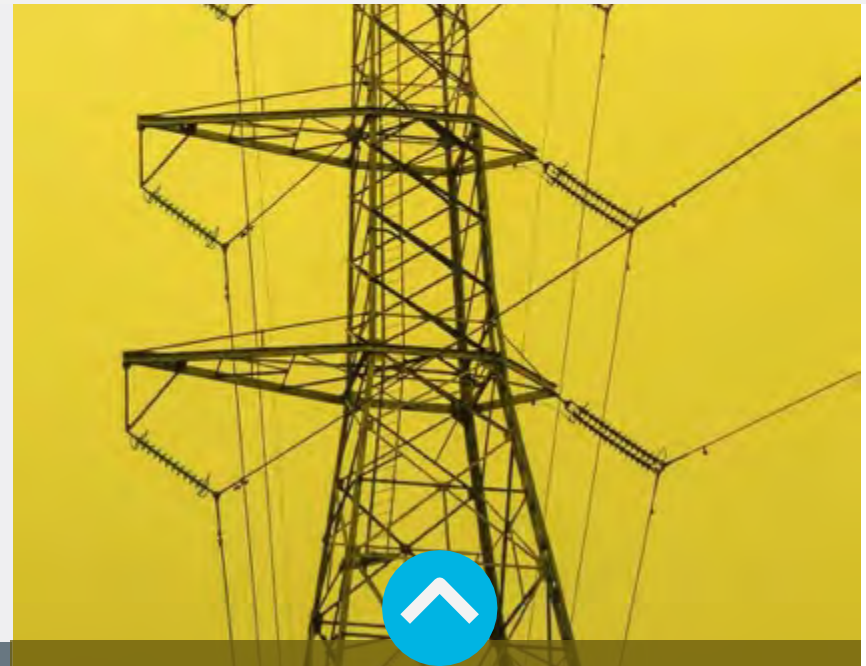
Costs are Rising



MEDIA PRICES



LABOR COSTS



ELECTRICITY COSTS

A mature commercial print market

with strong pricing pressure and commoditization

HERE LIES PRINT?

Brand Trends

Brands are rethinking **how to interact** with consumers

Communications that meets you **when** you want it, **how** you want it and **where** you want it.

- Personalization
- Omni-channel Marketing
- Experiential Marketing
- Many choices
- User Engagement
- Multiple Touchpoints

...and they **are driving printers** to deliver:

- Shorter Runs
- Hundreds of different jobs
- Speed to Market
- Hyper-personalization
- Cross-media experiences
- Uncompromised Quality
- Flexibility
- Creativity and Innovation
- ROI

Resulting in printer challenges

More Jobs Per Shift

Number of jobs and applications per shift, are increasing

Shorter Run Lengths

Run lengths and turnaround time are getting shorter

Print is not dead.
It’s simply entering
a new frontier.

More Web-to-Print Jobs...and still growing

Two years ago we produced 180 jobs a day. Last year 540 jobs a day. This year we are averaging 5800 with some days peaking at around 30000!

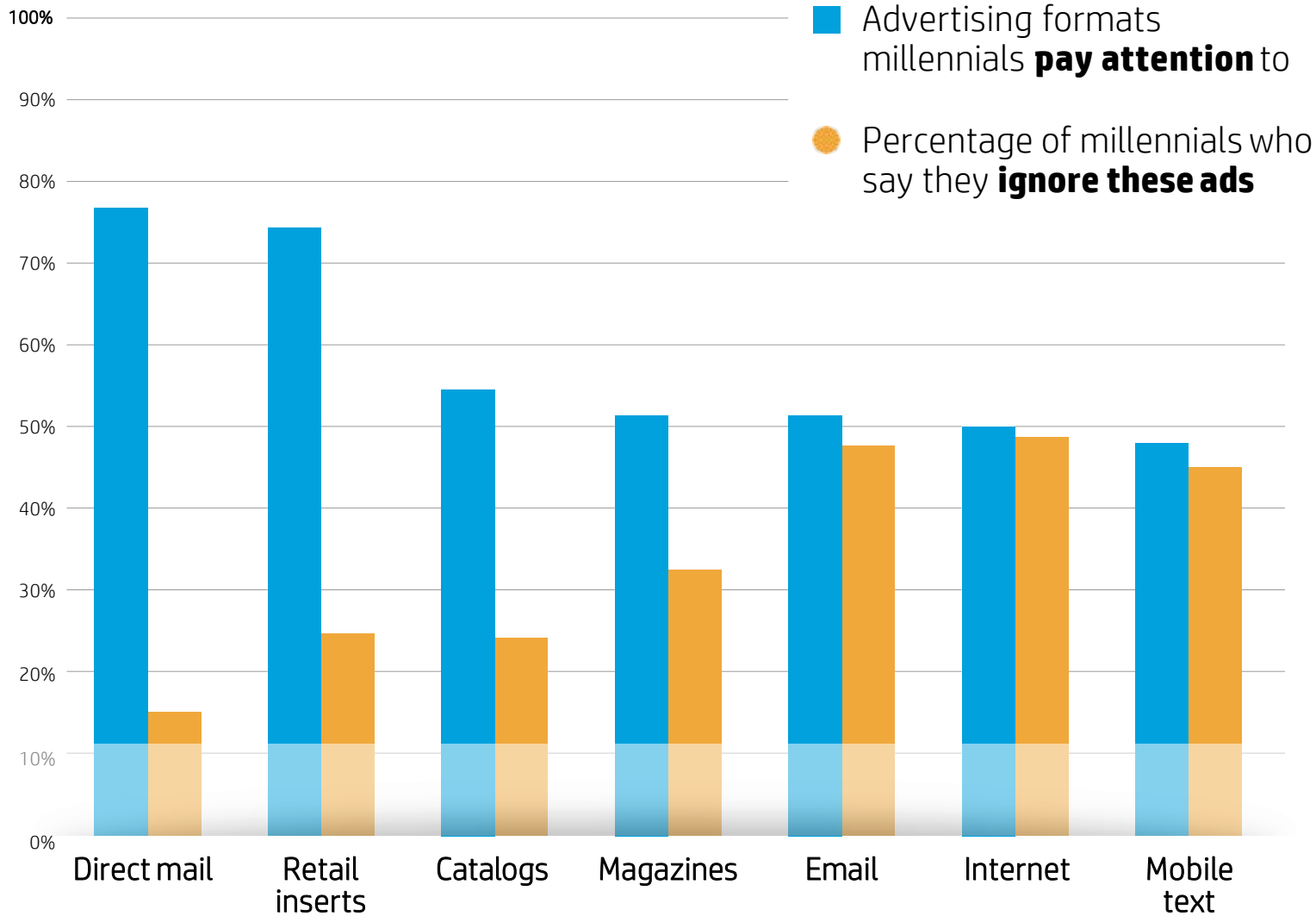
Jon Bailey, Proco, UK

Versioning and personalization are the new marketing strategies

Interestingly…

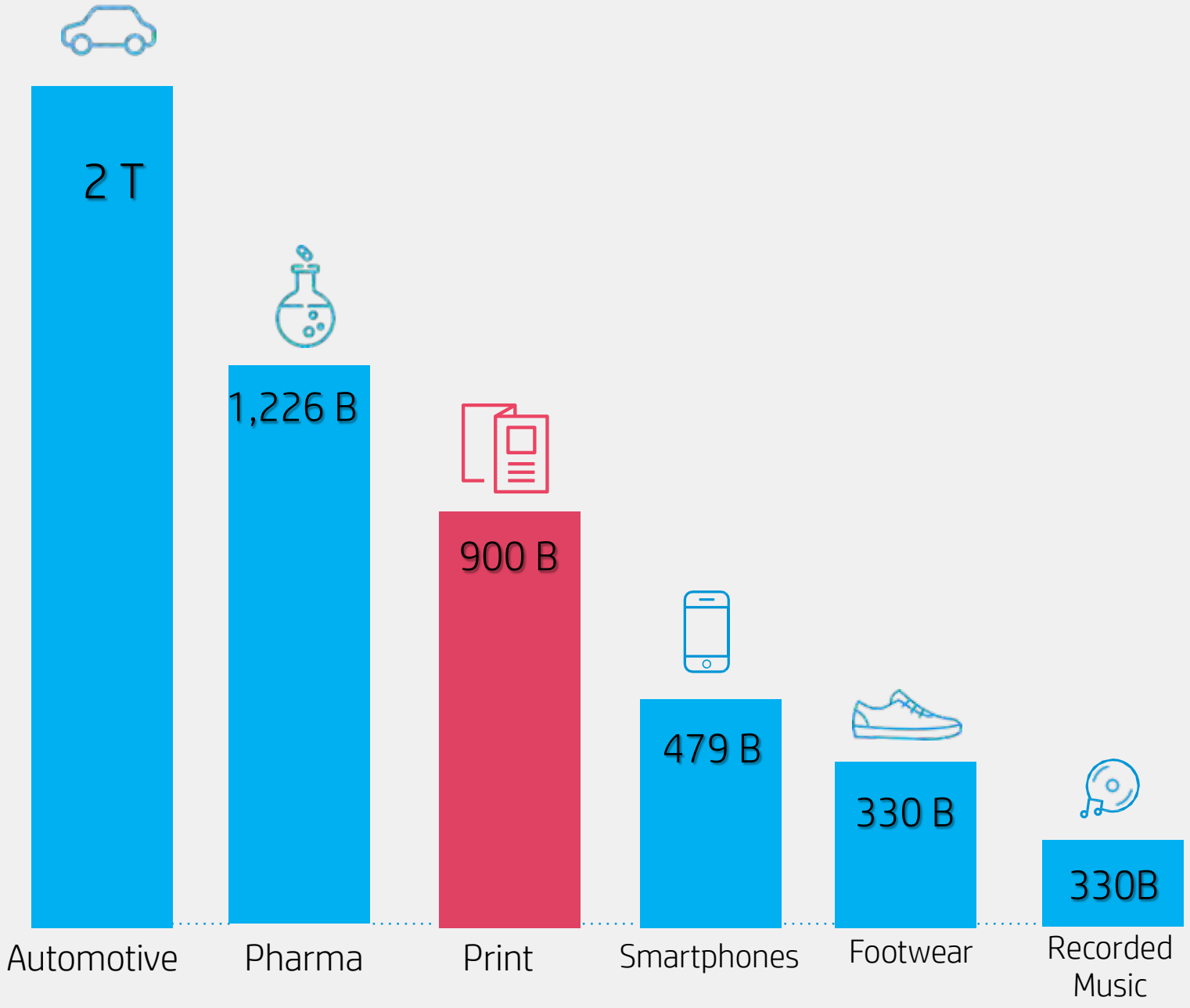
Millennials pay **MORE attention** to print!

Print creates deeper impressions on the brain and being perceived as more genuine



Source: Millennials: An Emerging Consumer Powerhouse. Quad Graphics 2015

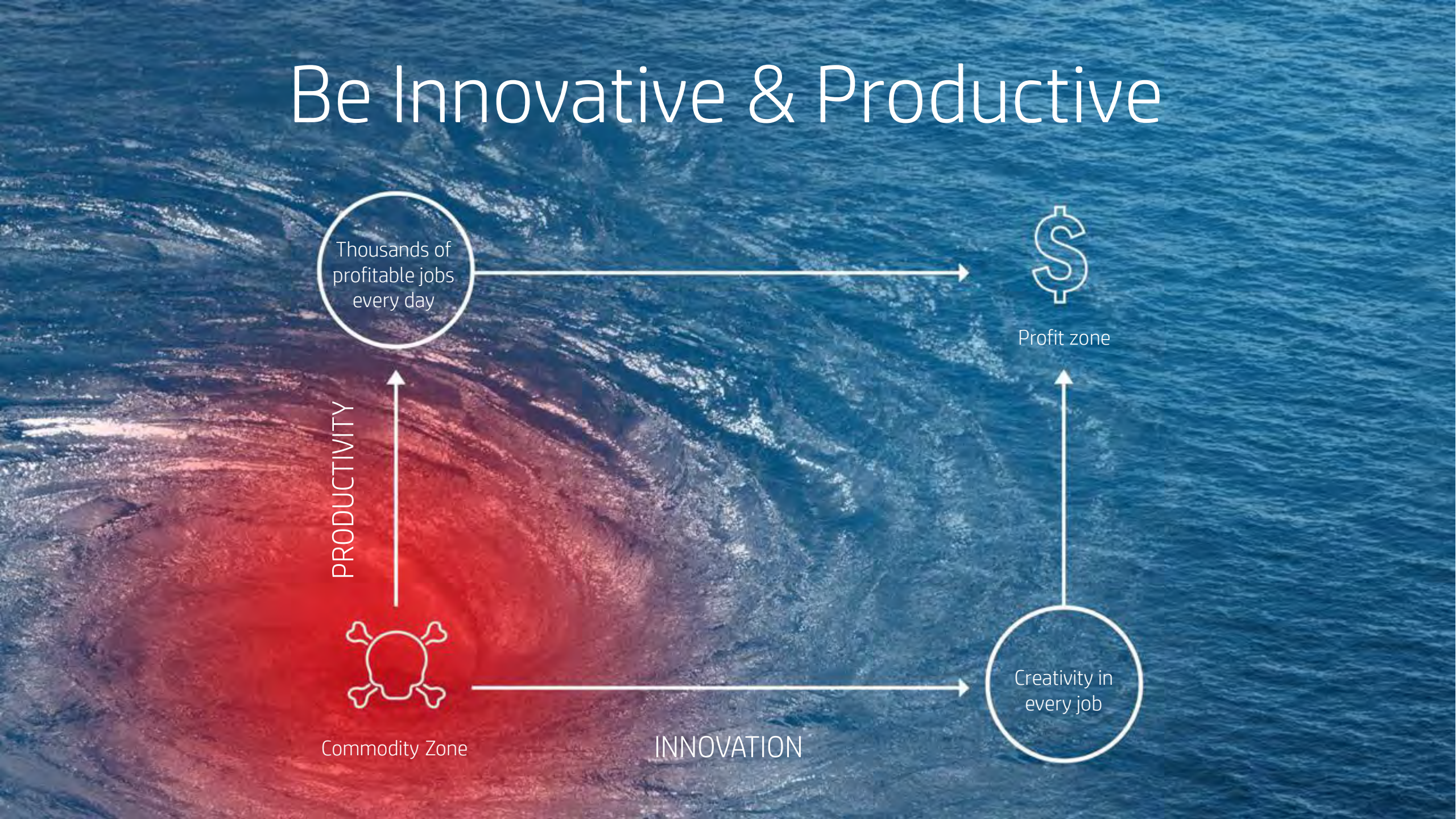
Printing is, and will remain, a significant industry



Sources: Smithers Pira, Statista, IFPI
Numbers are US Dollars

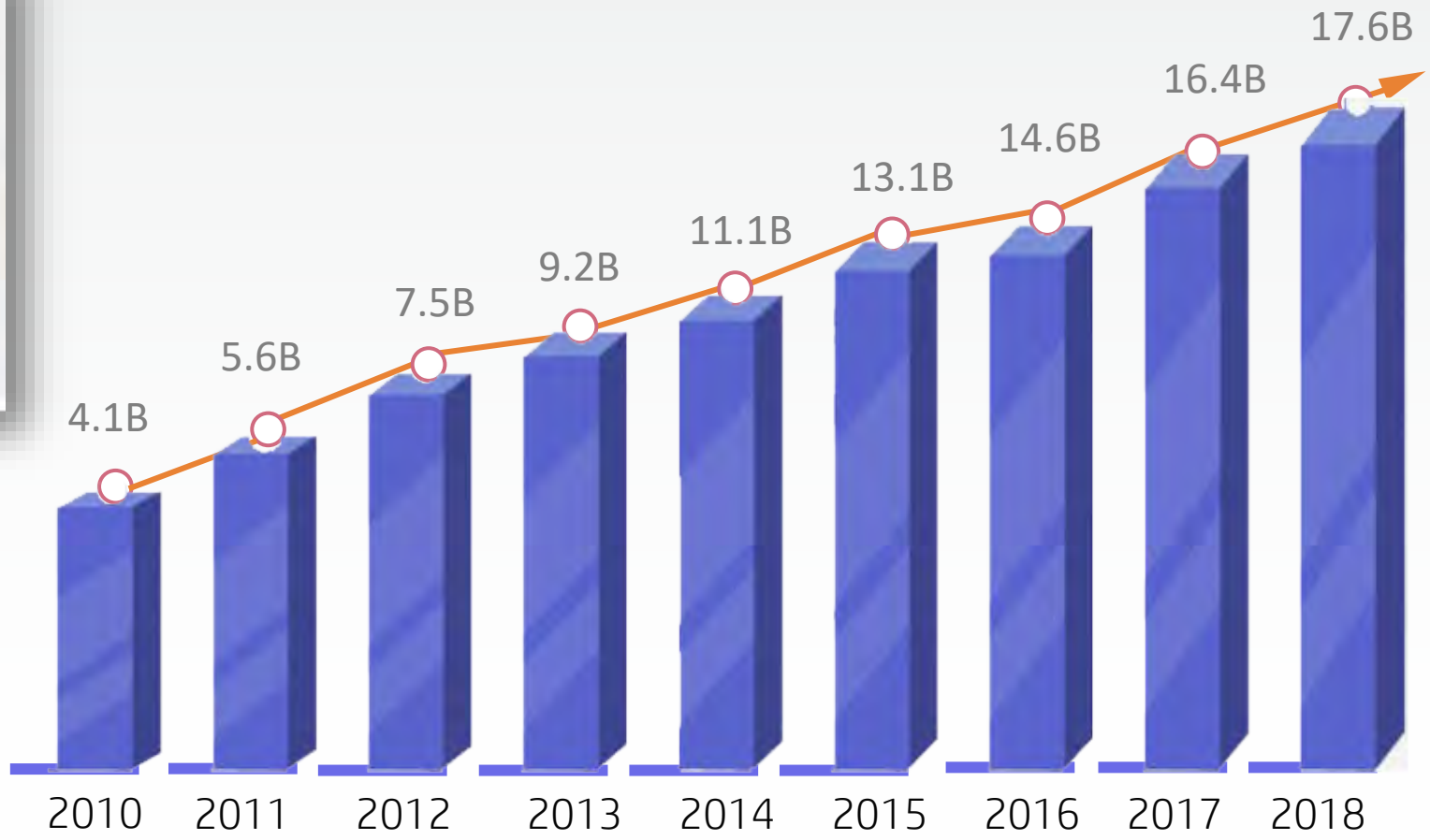
How do you profit and grow in this changing market?

Be Innovative & Productive



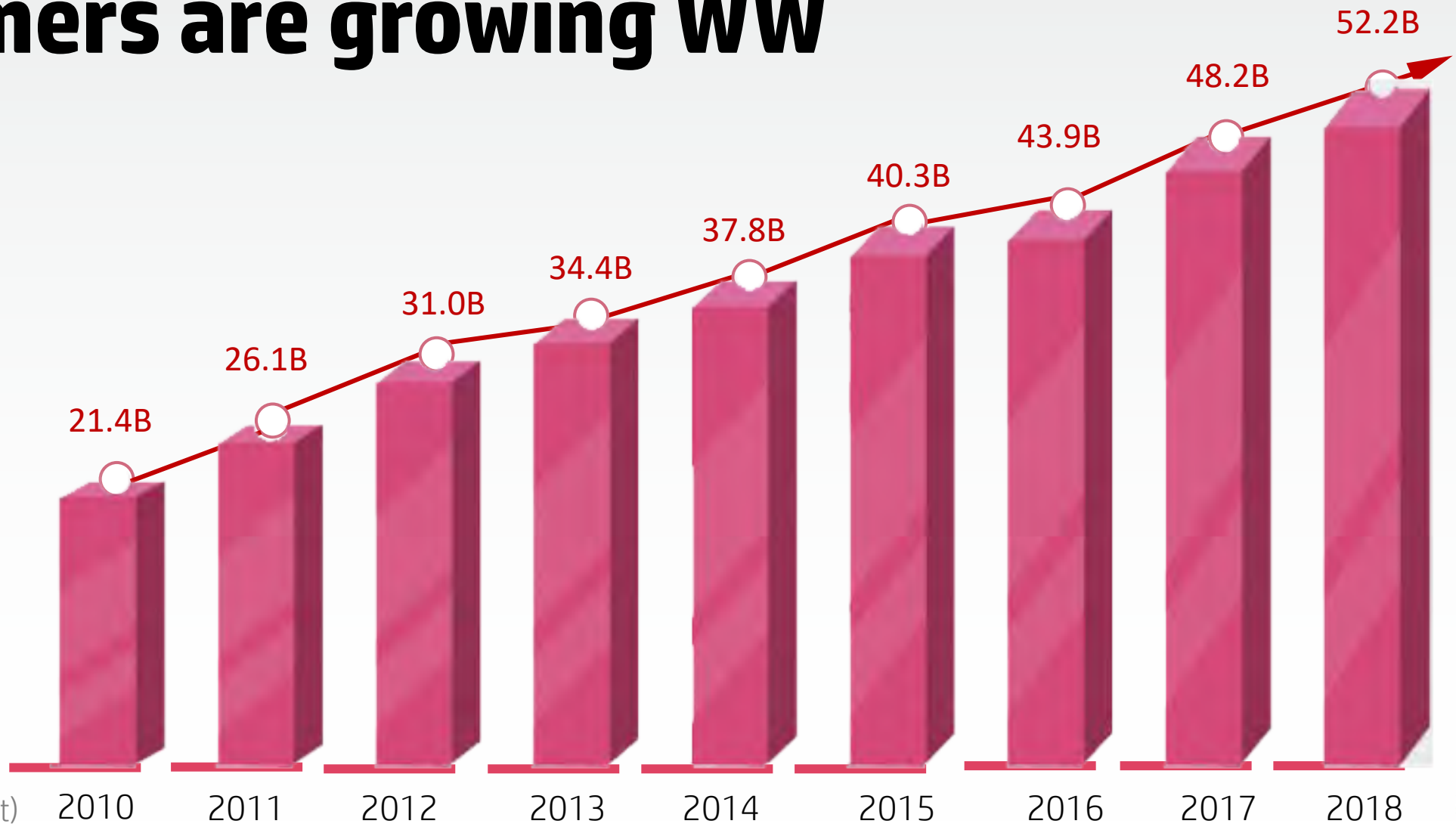
Despite a **declining** commercial print market in NA

HP Indigo NA commercial customers **are growing**



Financial TPI (A3 Equivalent)

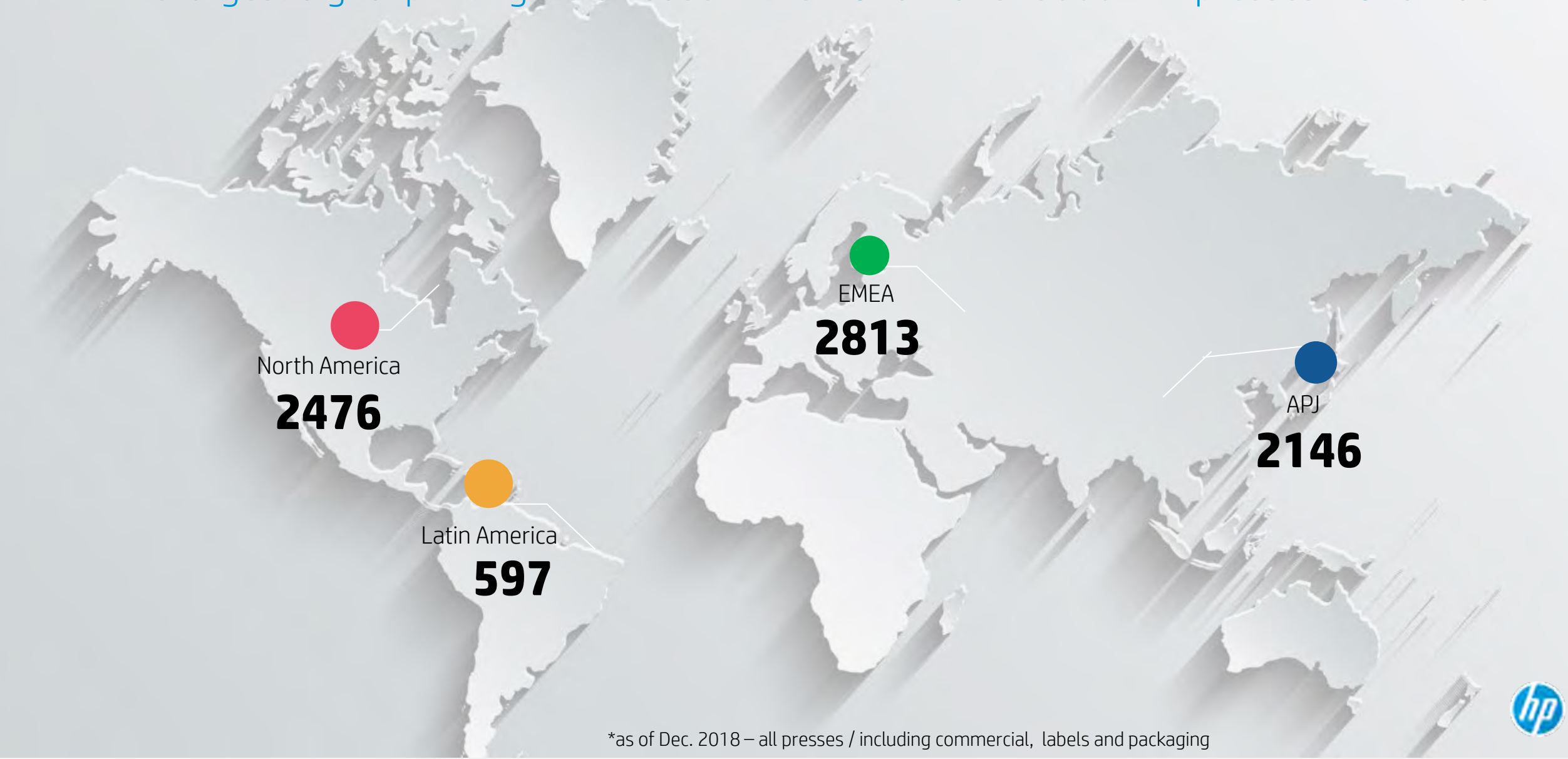
In fact - HP Indigo commercial **customers are growing WW**



Financial TPI (A3 Equivalent)

Customers all over the world are printing with HP Indigo

The largest digital printing install base in the world. Over 8000* HP presses worldwide



*as of Dec. 2018 – all presses / including commercial, labels and packaging

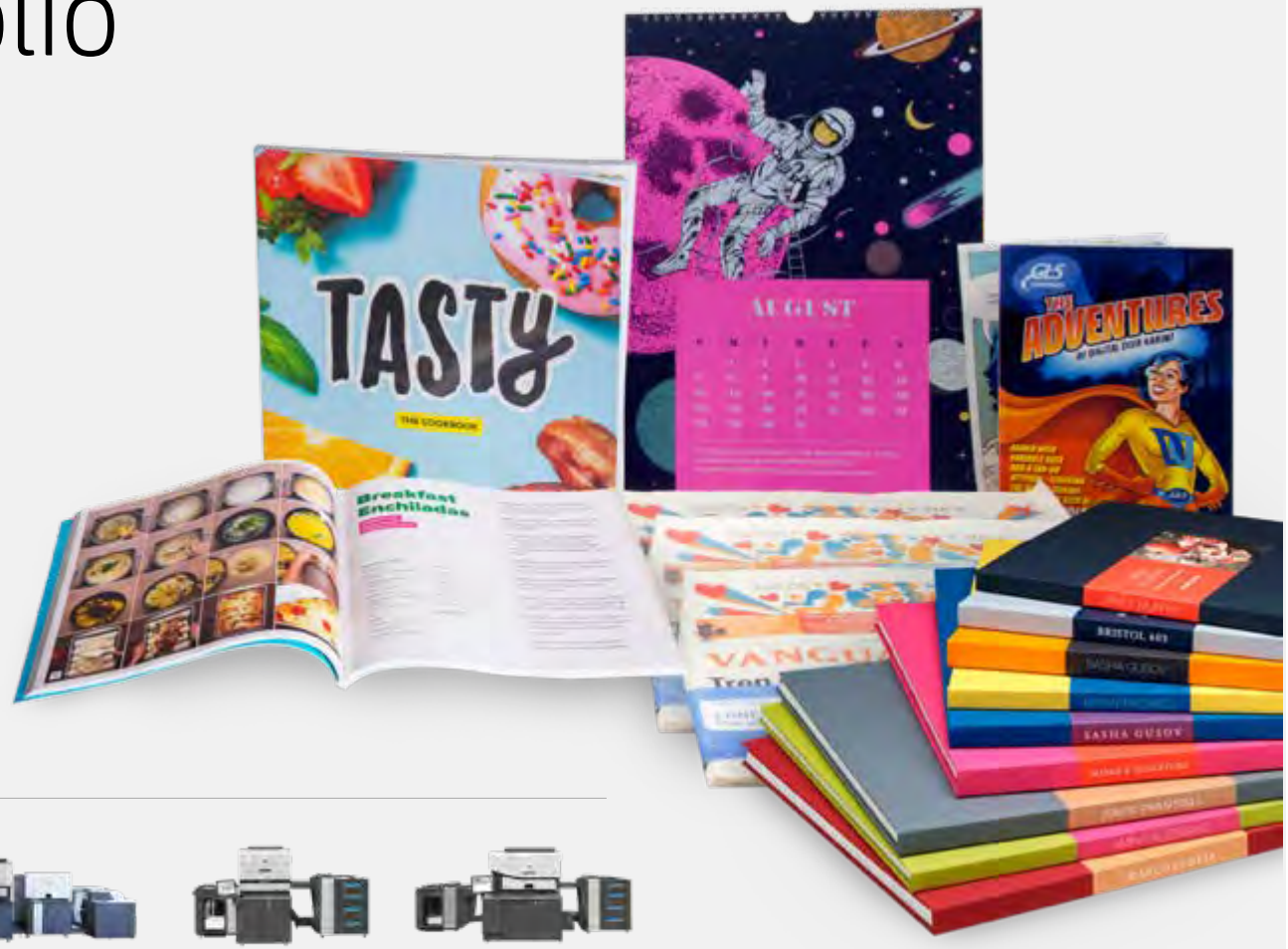
The most comprehensive Commercial press portfolio

HP Indigo 12000 HD

HP Indigo 12000

HP Indigo 50000

HP Indigo 20000 for Commercial



HP Indigo WS6800p

HP Indigo 5900

HP Indigo 7900

HP Indigo W7250

HP Indigo 5r

HP Indigo 7r

HP Indigo's robust **technology** enables

Innovation

Print Anything. The widest application range, leveraging customization, extensive color gamut, stand-out specialty inks and a wide media range

Productivity

High speed production optimized to streamline hundreds of jobs per day adhering to the strictest quality and color requirements with automated tools

HP Indigo's unique
LEP technology

Ink Coverage Versatility

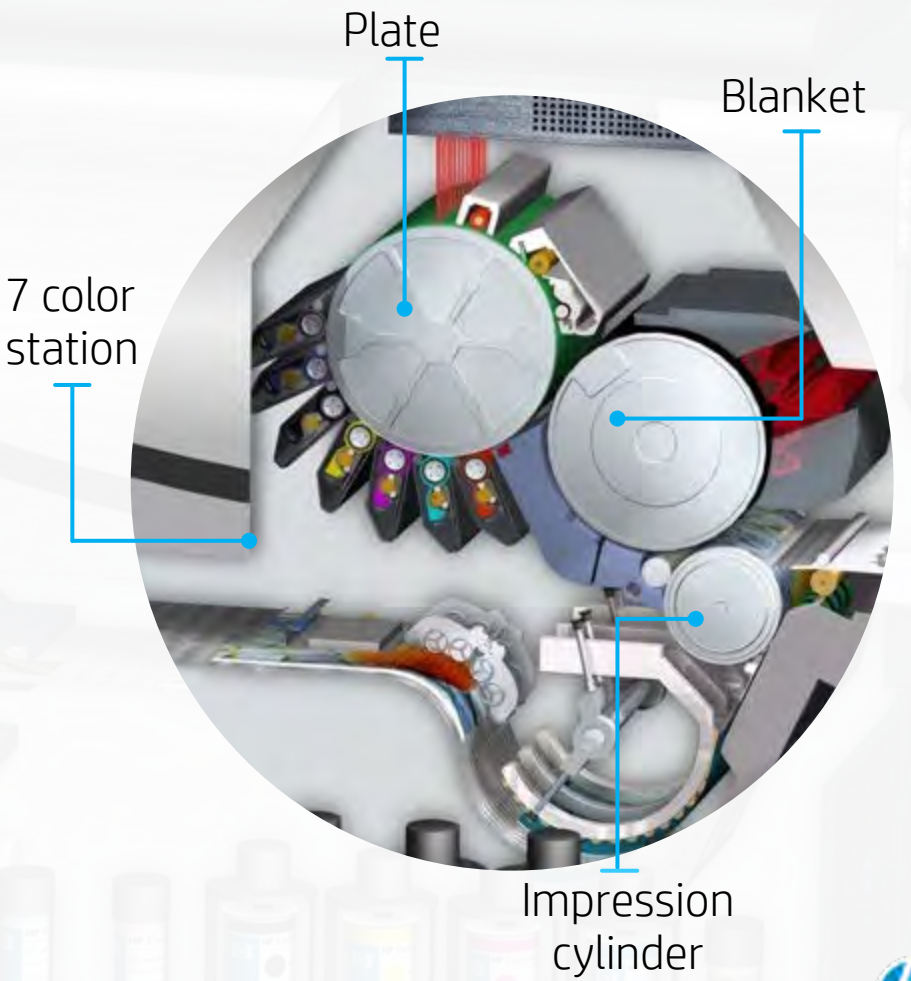
Great flexibility in adding extra colors to widen the color gamut, or to have multiple passes or "hits' of the same color to increase opacity or special effects.

Extended Color Gamut

- 7 color stations: CMYK OVG
- Special Inks – Silver, Vivid, Fluorescents, etc.
- Spot inks
- Reach up to 97% of Pantone

Media Versatility

With LEP technology thin ink layers are dried on the blanket and not on the media. With other digital technologies media is affected by the absorption of the ink (wetness) or drying (heat).



Offset look & feel

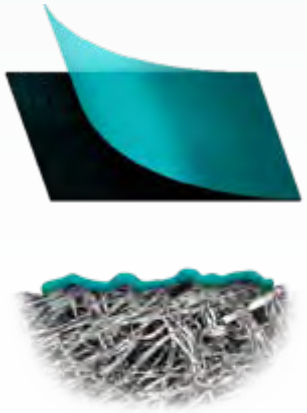
but without plates nor setup time

Offset like print quality

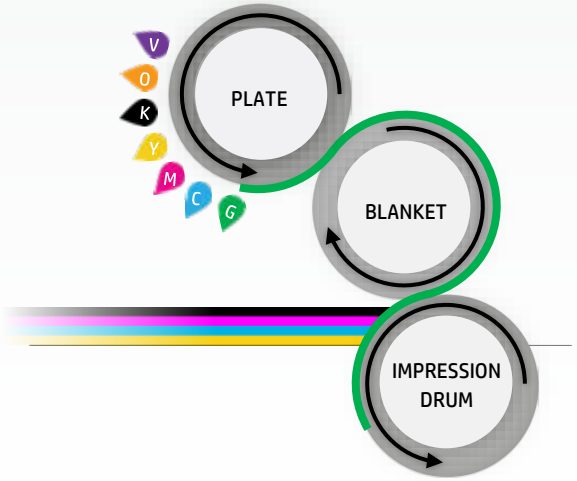
HP Indigo print quality is comparable and sometimes even better

Offset like ink

- Thin, liquid ink
- Translucent ink
- Primaries match offset ISO
- Uniform gloss (offset look)
- Captures media (offset feel)
- Ink dry at end of process



Offset like printing process

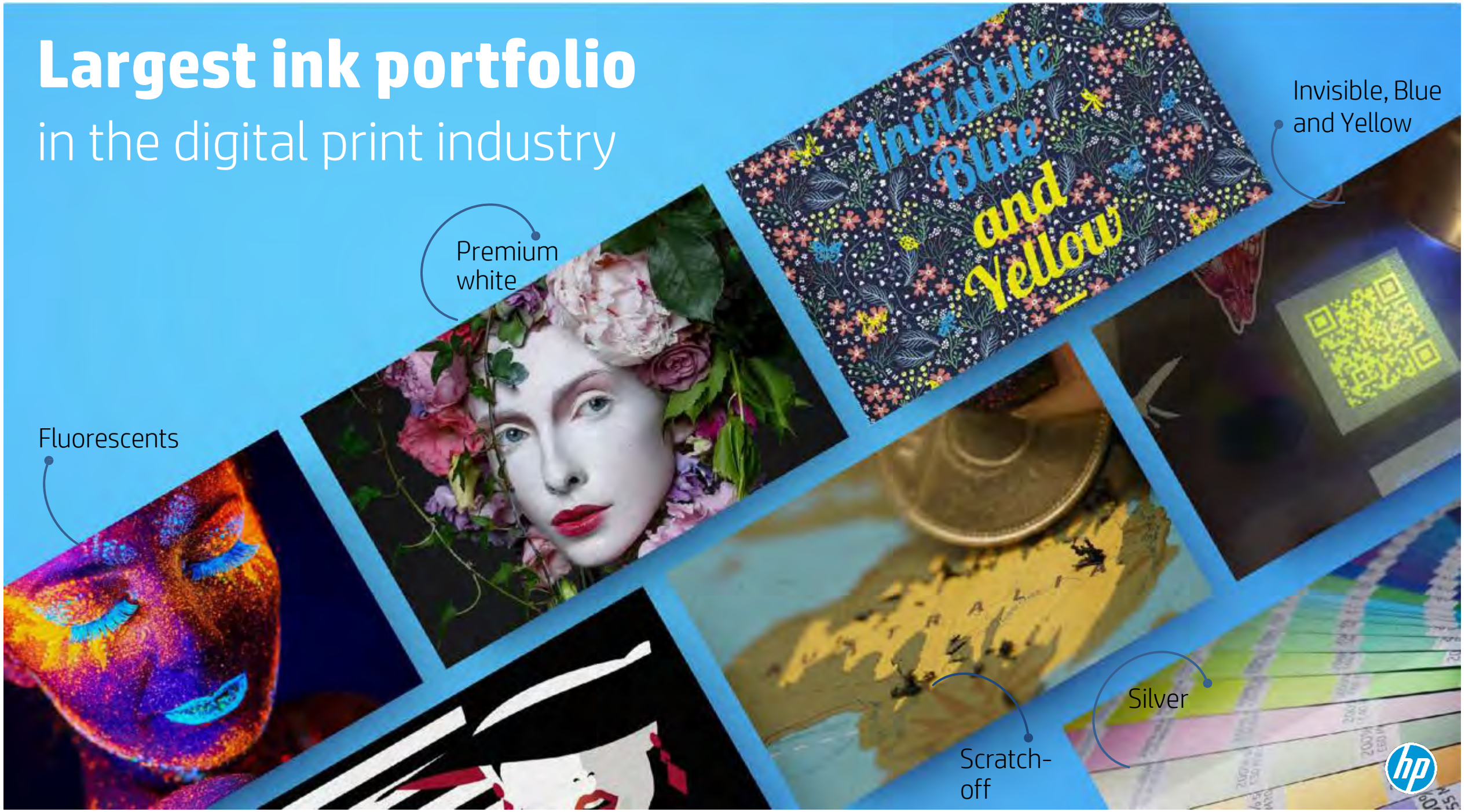


Digital Printing Advantages

- No plates
- No Makeready
- Minimal waste
- Pantone colors
- Every sheet can be different
- Sheets ready for finishing

Largest ink portfolio

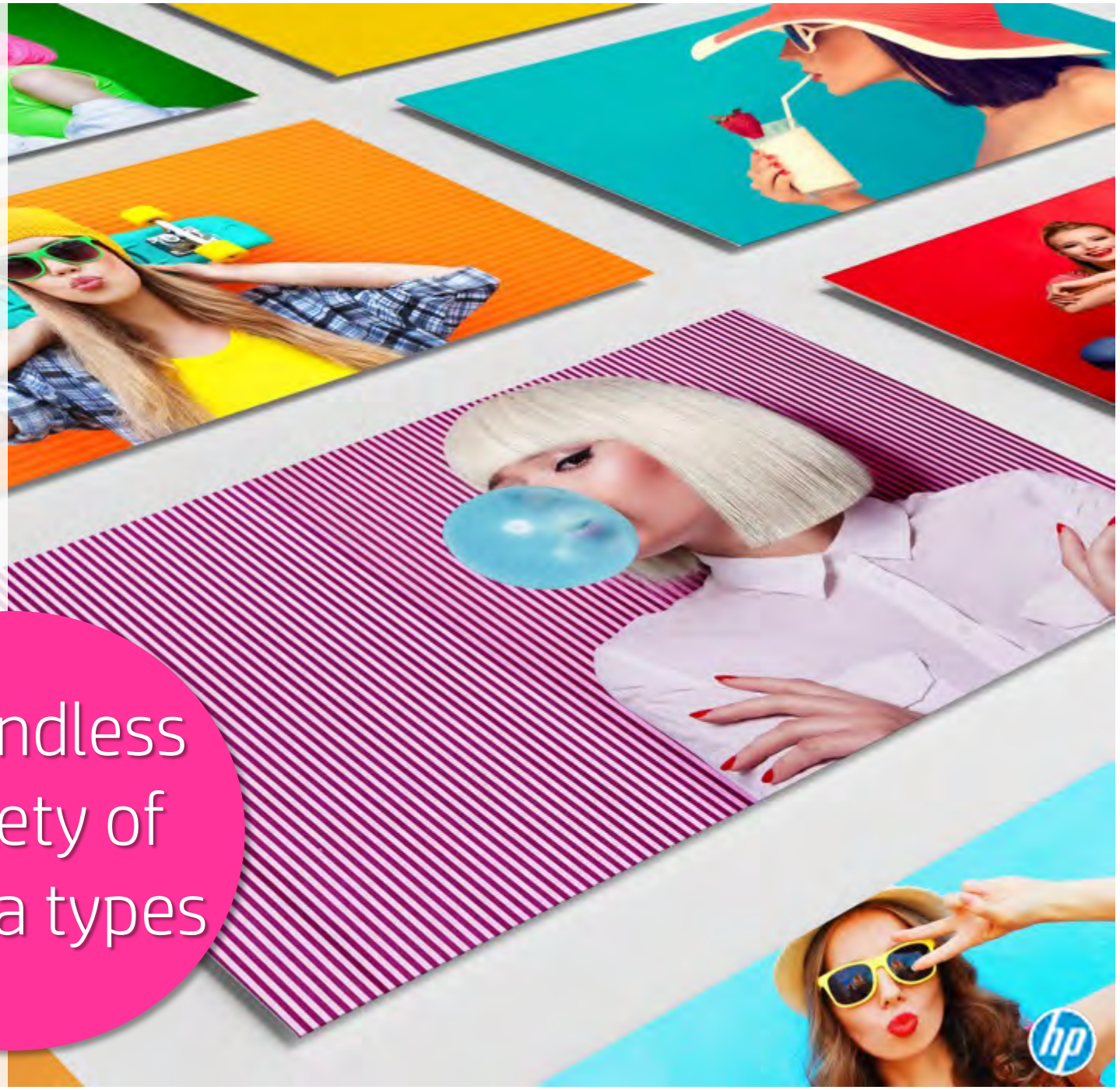
in the digital print industry



The broadest range of substrates in the digital print industry

- Off-the-shelf coated and uncoated
- Synthetics
- Self-adhesives
- Heavy and light media
- Dark and colored
- Metalized
- Canvas
- ..and more

An endless variety of media types



Widest application range

HP Indigo presses run **millions of pages** per month for diverse applications

PrintOS - the print operating ecosystem

Solutions to achieve more control over the entire operation

Press Utilization

Production Automation

Personalization

Color

Security & Brand protection

- Generate more print volume and achieve more control over the entire operation.
- Allows PSPs to communicate with the press remotely

Optimize and automate

the production floor with PrintOS applications

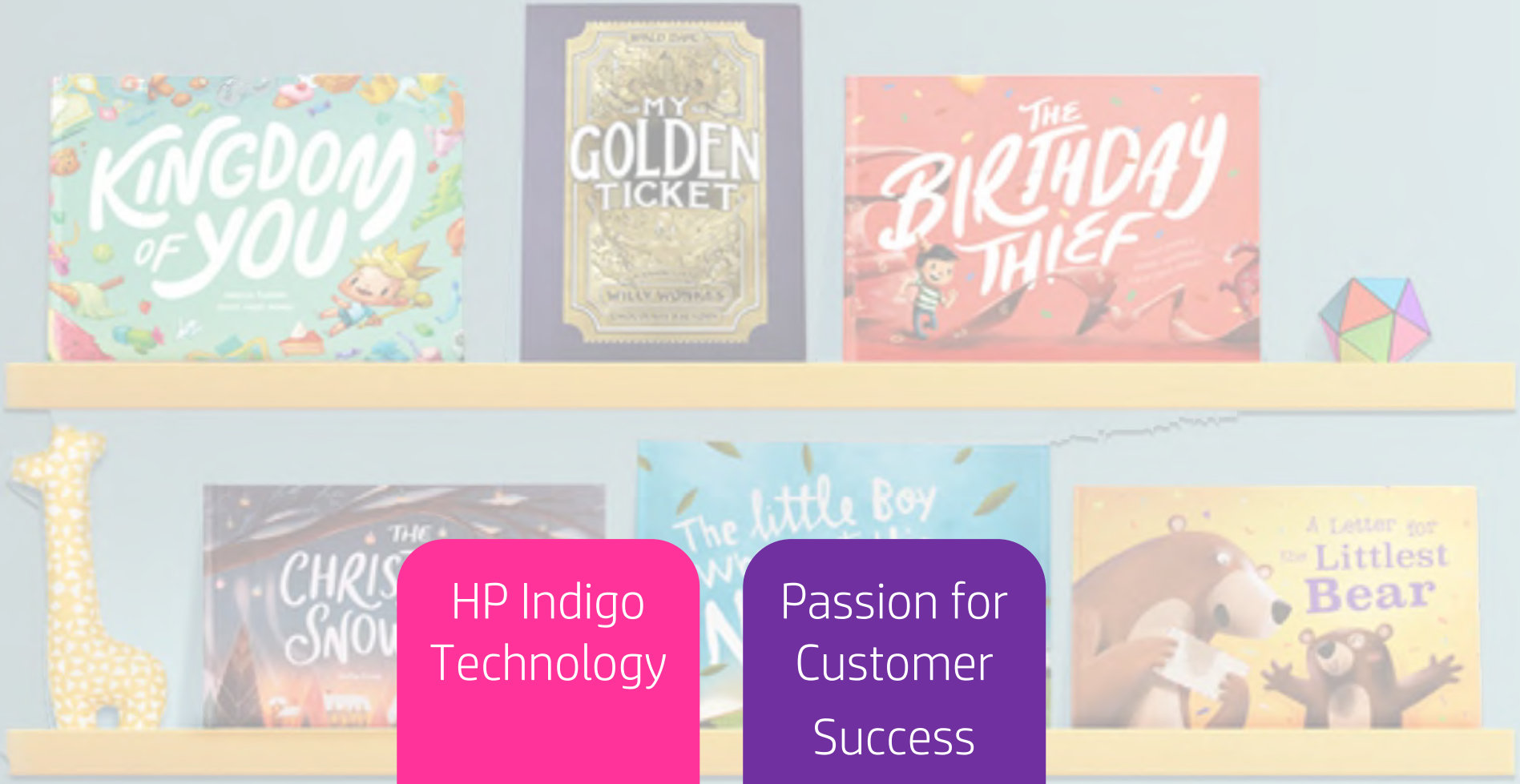
AAA
Real time tracking and correction print defects

PrintOS Jobs
Real time tracking of your production floor

PrintOS Color Beat
Automated Color tracking and reporting

PrintOS OEE
Overall Equipment Effectiveness

There are reasons why HP Indigo has gained the **trust and confidence** of the industry



HP Indigo Technology

Passion for Customer Success

Customer Growth: ProCo story

2009

- 2 HP Indigo's
- 70 Staff
- 70 Jobs a Day
- £7m Annual Turnover
- 53 NPS

2019

- 6 HP Indigo's
- 150 Staff
- 6000 Jobs a Day
- £16m Annual Turnover
- 63 NPS

HP Service Edge to support you every step of the way

ON PRESS

OWN YOUR UPTIME, WITH PRINTCARE PLATFORM
Ramp up quickly, and develop autonomous issue resolution using Print Care and our Shared Maintenance approach with the Smart Uptime Kit.

MAINTAIN A HIGHLY TRAINED STAFF
We empower you to operate independently , Obtain the knowledge and skills of your team with up to 3 level of certification programs

ON-GOING SOFTWARE & WORKFLOW UPGRADES
Our presses are built to last, we ensure your investment is protected long-term

REMOTE SUPPORT

Real-time Remote Support leveraging PrintOS data algorithms, machine learning and the latest remote tools

DEDICATED SERVICE PERSON

Our large network of engineers are there for your business-critical needs

PROFESSIONAL SERVICES

Boost your production, grow your business and expand into new markets and applications with experts on site

HP INDIGO SMART TECHNOLOGY
Predictive capabilities using data mining

HP Indigo reduces environmental impact and adds value to its customers

- Print only What you need, when you need it
- No plates or Cylinders needed
- Low inventory
- Reduce material waste during proofing and set up process
- Low energy consumption
- Reuse or recycled components

Sustainability is not a trend, it’s fast becoming a requirement

Over 250 partners of HP Indigo - from workflow to finishing

dscoopone™

A powerful HP Users Group to create partnerships, growth capabilities and opportunities

- **Local and global HP user conferences/events**
- **Online Community**

We have what it takes to help you succeed!

We represent 85% of the digital printing market

25 years proven innovation

$1B R&D investments in the graphic arts industry

Indigo Division

500 field engineers assisting customers worldwide

We are part of HP Inc., a $50 B technology giant

We care and give back to the environment

Where do you see your
business 5 years from now....

Thank you!

About Us

Indigo Division

- Indigo was founded in 1977 and acquired by HP in 2001 (HP split into Hewlett-Packard Enterprise and HP Inc. in 2015)
- Leaders and pioneers in the digital printing market and unveiled the world's first digital printing press in 1993
- We are part of HP Inc., a $50 Billion technology giant based in Palo Alto, California
- We belong to the Graphics Solutions Business (GSB) group, which also includes PageWide Press, Designjet, Scitex and other printing catering to different markets