

HP digital printing solutions

for publishing in the 21st century





Digital printing technology is essential for maintaining and growing profits in a transformed publishing market

Adapt and thrive in an evolving marketplace

The publishing industry is undergoing a transformation more dramatic, than at any time since Gutenberg. A wave of technological advances, accelerated by economic imperatives, is shaking the foundations of old business models. And it's clearing the way for new opportunities to take their place.

Explore new opportunities through digital printing

Many publishers are looking to digital printing solutions to help optimize their supply chains, increase their flexibility, and create new product offerings. By producing print runs in smaller quantities or on demand, publishers can minimize the risk and waste associated with inventory obsolescence—while also reducing capital, warehousing, and shipping costs. Plus, when speed to market is required—as is often the case with reprints—digital printing offers a fast, flexible solution.

At the same time, digital flexibility has opened up new opportunities in everything from versioned editions of textbooks, to personalized storylines, and the burgeoning self-publishing market. Even the traditional 'long tail' of out-of-print titles—comprising 90% of a publisher's catalogue—has, for the first time, become a viable source of profit.

As more and more publishers begin to recognize these and other advantages to digital publishing, we'll see the trend grow even further. By 2017, digital printing is expected to account for almost 22% of books physically produced — compared with 7% in 2012.¹ The HP Publishing press portfolio can help you address this rapidly growing market. Now, thanks to revolutionary improvements, it is better able than ever to do so.

¹ Interquest, 2012

² Nielsen BookScan, 2013



Approach your publishing future with confidence

The publications printing industry is in a period of rapid and profound change—and partnering with HP will help you take full advantage.

It's no surprise that key market shifts have driven a reduction in print quantities—including a 3.4% decline in the UK and 9.3% in the US from 2011 to 2012.² The good news, however, is that publishers are exploring new ways to make the supply chain sustainable and profitable. And they are looking to their printing partners for solutions that will help them meet the growing demand for short runs, fast turnarounds, reduced waste, and mass customization.

The future of publishing is changing—it's one where digital printing plays a critical role alongside eBooks and traditional printing processes. As such, HP is pushing the boundaries of what digital printing can enable. With the introduction of dramatically advanced new capabilities, HP's portfolio of digital presses for publishing is set to make digital printing the most profitable choice, not just for short-run monochrome book printing, but for high-value color titles, too.

With a proven track record in innovation and the broadest and most comprehensive portfolio of printing solutions available, HP is uniquely positioned to provide leading-edge publishing solutions in the new digital marketplace. As a world-class information technology and printing company, HP combines powerful computing technology and software that optimizes your workflow to create full, vertically integrated publishing solutions.

Partner with HP and gain confidence to make the decisions necessary to secure your company's profitable future.



Introducing the HP Publishing portfolio

The HP portfolio of digital presses for publishing offers extraordinary versatility through two complementary product ranges: HP Indigo Digital Presses and HP Inkjet Web Presses.

The HP Publishing portfolio is built around two complementary platforms, each utilizing a unique digital printing technology that offers specific advantages to different segments of the publishing market:

- **HP Indigo Digital Presses** use HP Indigo ElectroInk, a unique liquid ink with exceptionally small particles (1-2 microns) applied via an intermediate cylinder, as in traditional offset, to deliver:

- Offset-matching print quality
- Market-leading economics at medium-to-high coverage
- The widest digital range of coated and uncoated substrates

Combined with the near-zero make-ready benefits of digital printing, HP Indigo enables short-run and single copy print-on-demand for any high-quality publication, whether it's a coffee table book, professional journal, or illustrated guide, as well as the cover or dust jacket for any book.

- **HP Inkjet Web Presses** use HP Thermal Inkjet technology and pigment inks.

Used in combination with HP ColorPRO papers or with HP Bonding Agent on uncoated offset stock, these presses offer:

- Offset substitutable print quality
- Excellent productivity and economics
- Best-in-class quality on uncoated offset and coated inkjet media

This combination enables HP Inkjet Web Presses to provide best-in-class solutions to transform publishers' supply chains and mass customize books, catalogues, and magazines.

Together, HP Indigo Digital Presses and HP High-Speed Inkjet Web Presses, offer a comprehensive portfolio that covers the complete spectrum of digital presses, from sheet-fed to web-fed, and from entry-level devices to production line workhorses, with the widest range of quality and productivity points to meet the needs of any publisher.

With such a breadth of capabilities, publishing printers can open up a host of opportunities and make any number of jobs and applications newly profitable. Looking to enter the rapidly expanding markets for versioned school textbook editions, personalized children's books, or self-published titles? Want to produce beautiful, lavishly illustrated coffee table books in short print runs? See an opportunity for print-on-demand journals or customized magazines? With HP Publishing solutions all of these are now not just possible, but within your easy grasp.

Choose the HP digital press that best matches your needs.



HP Indigo 10000 Digital Press

The revolutionary HP Indigo 10000 Digital Press frees you to digitally print any type of book without compromising on print, paper, or binding quality.

This is the first sheet-fed digital press handling 29 inch/75 cm sized media that truly meets customers' needs. It brings Indigo's high quality to virtually any color publishing job—even including oversized coffee table books and high-end art magazines, together with their covers and jackets. As press productivity increases, you'll see breakeven points rise. So you and your customers can get even more from digital technology.

Key benefits

- Job versatility – supports 98% of publishing job types, including almost all covers and jackets as well as over-sized books
- Enhanced productivity – large frame size delivers four times the productivity for many common formats compared to existing sheet-fed digital presses
- Breadth of binding options – supports standard 8- and 16-page signatures as well as cut blocks
- Superior print quality – proven HP Indigo quality with the widest color gamut printed consistently across all job types
- End-to-end solution – both the press and its workflow are designed to produce any application end-to-end



HP Indigo W7250 Digital Press

Our leading high-speed publishing press, the HP Indigo W7250 Digital Press combines Indigo quality with web-fed efficiency and exceptional productivity.

With inline priming and a low cost per page, you can handle increasing run lengths across all media grades, improving profitability for high-volume applications, such as education textbooks and STM journals, and even opening up new opportunities in color trade books.

Key benefits

- Breakthrough color book production cost, with 33% faster color up to 320 ppm and lower print cost, pushing the breakeven point higher
- Breakthrough monochrome production cost, delivering cut and stacked blocks at up to 960 ppm
- Broadest paper range (40 gsm – 300 gsm) enables wide range of publishing applications from journals and manuals to book covers and dust jackets
- Inline finishing options produce completed book blocks ready for binding, removing time-consuming and costly manual processes and driving business productivity



HP Indigo 7600 Digital Press

The fastest SRA3+ format sheet-fed press in the market, with new on-press special effect printing. You can now economically offer print-on-demand books and the high-impact covers your customers want.

The HP Indigo 7600 Digital Press offers cost-effective and distinctive solutions for medium volumes of print-on-demand work, covers, and specialist publications. You can enjoy low book production costs and high levels of robustness with a press that combines Indigo quality and flexibility for both short-run book blocks and covers.

Key benefits

- Prints up to 160 color ppm for up to 4 million color pages per month
- Maximizes uptime with intelligent automation
- On-press special effects capabilities, including raised print and textured effects, make book covers really stand out on the shelf
- Handles metallic paper, perfect for magazine covers and other eye-catching applications
- Compatible with new HP Indigo ElectroInk Light Black, supporting printing of high-quality black-and-white photos



HP T200 Color Inkjet Web Press Family

Experience the opportunities that come with versatile, highly productive, full-color printing. The HP T200 family of Inkjet Web Presses can help you thrive in a changing market, enabling increased growth and profits.

The 20.5-inch (52 cm) HP T200 Inkjet Web Press includes two models—both offering advantages to printers looking for on-demand speed, outstanding print quality, and unprecedented versatility. Print up to 50 million color and mono pages at 400 ft/min (122 m/min) per month.³ The compact T200 family fits comfortably in your existing environment and offers you the flexibility to do more.

Key benefits

- High-quality digital print-on-demand color
- High performance, compact press fits centralized and distributed print facilities
- Supports different a wide range of media weights—from 60 gsm up to 215 gsm
- Delivers the highest print quality on ColorPRO papers as well as inkjet treated, inkjet coated and most uncoated offset papers
- Original HP inks and long-life HP Thermal Inkjet printheads provide consistent, reliable results

³US letter-sized equivalent images



HP T300 Color Inkjet Web Press Family

Accelerate growth and streamline printing operations with high-speed digital performance. The T300 Inkjet Web Press offers a 30-inch web width, fast speeds, and a robust duty cycle designed for high volume publishing applications.

The highly productive 30-inch (76.2 cm) HP T300 Color Inkjet Web Press family breaks through cost and performance barriers with three different speeds—up to 400 feet (122 meters) per minute (color and mono), up to 600 feet (183 meters) per minute (color and mono), and up to 800 feet (244 meters) per minute (mono). It enables efficient production of signatures, full-broadsheet formats, or multiple-up documents. Hot forced-air dryers deliver reliable and effective drying capability while finishing options, like the Zero-Speed Splicer and Automatic Turret Rewinder, further streamline production.

Key benefits

- Fast turnarounds on high-volume print runs
- See high productivity at a competitive cost on a variety of media options
- Easy, automated quality control
- Offer more with high-value, full-color, 100% variable content printing
- High quality at every print speed with sharp text, images, graphics, and uniform area fills
- Supported media weights range from 60 gsm up to 350 gsm⁴



HP T400 Color Inkjet Web Press Family

This highly productive press delivers fast speeds and easy, automated features that streamline operations. You'll see vibrant colors, sharp text and images, and uniform graphics on a wide variety of media. Create short run options or set up for mass customization, all while limiting costs with optimum workflows, from prepress through finishing.

Equip your production environment with a digital printing solution that delivers unprecedented versatility and productivity, enabling offset-class capability. The HP T400 family of web presses includes three versions with productivity options designed to fit your needs—print color and mono pages up to 400 feet (122 meters), 600 feet (183 meters), or 800 feet (244 meters) (mono pages only) per minute. Flexible imposition options support common formats including 16-page letter-sized signatures for publishing.

Key benefits

- Scalable web width up to 42 inches (106.7 cm)
- High-volume production capacity, automation, and reliability enable low overhead production
- Duty cycle up to 140 million color/175 million mono pages per month⁵
- High-speed customization capability

⁴Basic configuration supports 60 to 215 gsm; optional configuration available for up to 350 gsm. Lighter weight media can be used for some applications

⁵US letter-sized equivalent images



Sharpen your vision

Publishers around the world are transforming their businesses one by one—and in the process, revolutionizing an entire industry. From large-scale customization to high-quality, short-run book publishing, these companies are using HP printing solutions to meet more demanding customer requirements, create new business opportunities, and implement more cost-effective solutions.

See how these leading-edge companies are keeping their edge in a rapidly changing industry.

Newspaper Publishing

Unlock new markets with digital printing

Start transforming your business by exploiting new market opportunities using digital high-speed inkjet web presses. You can profitably produce targeted editions that meet and exceed advertisers' expectations and your readers' priorities. Adopting digital high-speed inkjet printing can improve the health of your publishing business and open new revenue streams by utilizing a single press platform for multiple types of publications.

In response to declining newspaper readership and advertising revenue, Centro Stampa Quotidiani (CSQ) recognized that something had to change if it wanted to survive. Seizing the opportunity that digital printing has to offer, the company looked to HP solutions to create new opportunities in the publishing industry. On one hand, digital printing is able to satisfy the trend toward short-run production. On the other, it helps publishers like CSQ create newspaper content, with inserts and advertisements, that is more relevant—and therefore valuable—to readers.

“With our new HP press, we are in a position to print on glossy paper. [We also have] the ability to print short run supplements and inserts. We believe this will open new markets.”

—Dario de Cian, General Manager, CSQ

Scientific, Technical, and Medical Publishing

Keep more titles active, reduce costs, and increase opportunities with digital printing

Advance your prospects in today's tough market by improving your efficiency and finding new ways to increase your margins. Expand your printing options for your front-list and inject more efficiency into your back-list, using digital printing. With high-quality electrophotographic printing and/or high-speed inkjet printing, you can focus on supply chain efficiency, enabling reduced obsolescence and pulping and opening the door to new profitability on low-volume titles and back-lists.

Korea Studies Information Co., Ltd. (KSI)—a powerhouse in the academic realm—is one such company that discovered the potential of digital printing early on. Wanting to excel beyond its existing knowledge information systems by adopting digital printing processes, it looked to HP, and in particular HP Indigo Digital Presses. With HP Indigo, KSI has doubled its print output—and increased profits. It can now print in more flexible volumes, delivering a broader range of services. And a 30% improvement in color fidelity ensures that digital output matches the quality of traditional offset printing.

“The biggest advantage of digital printing is an on-demand model that allows business organizations to produce the exact quantity they need based on demand. When you can effectively manage inventories and boost productivity, profits come along.”

—Chae Jong-joon, President, KSI





Trade Book Publishing

Safeguard your printed book profitability with digital printing

Today's dynamic trade book market demands new levels of supply chain agility and efficiency. Pressure is coming from both the growth of eBooks and changes in the printed book sales channel. It's time to shift your focus from the cost of books made, to the cost of books sold. This means that short-run production—best handled with digital printing—has to become part of your inventory strategy.

CPI Group, the largest printer of black-and-white books in Europe, wanted to help its publishing customers address today's challenges. In particular, they wanted to be able to offer cost-effective, short-run books with color pages, but without compromising quality. They found their answer in the HP T350 Color Inkjet Web Press and the HP Indigo 7500 Digital Press—a combined solution that delivers speed, efficiency, and flexibility. As a result, CPI was able to help its customers reduce overstock, optimize inventory, keep titles in print, and increase cash flow. At the same time, customers could add vibrancy to their books with vivid color images.

“[The HP T350] will create new revenue streams and cost-effective color solutions that simply weren't available before. And I think it will provide a really exciting future for us in the publishing market.”

—Francois Golicheff, CEO, CPI UK

Education Book Publishing

Streamline your supply chain and boost business opportunities with digital printing

As education book sales decrease, many publishers are turning to digital printing to help them gain efficiencies and safeguard their profits. Digital printing allows any quantity, from one to thousands, to be produced efficiently and cost effectively, which enables publishers to bring new efficiency to their supply chain and reduce obsolescence and pulping. It also offers compelling opportunities to boost profitability, enabling economical printing of low-volume titles, test marketing, teachers' editions, end-of-life reprints, custom text books, and offering district-level versioning.

China Translating and Printing Services (CTPS) is one of the most progressive printing firms in China, specializing in higher education Scientific, Technical, Medical (STM), and travel guides. Committed to quality and responsiveness, the company wanted a solution that would enable them to deliver more customized print runs with very short turnaround times. It also wanted to curb rising labor costs. A combined HP solution, featuring the HP T300 Color Inkjet Web Press and the HP Indigo 7500 Digital Press, exceeded their expectations on both fronts. Today CTPS can print 500 books per hour, enabling 48-hour turnarounds, including binding. It's now easier to customize and print textbooks in small numbers. And with only 3-4 operators needed, they're able to cut labor costs.

“The T300 eliminates the 'make-ready' process and set up, which not only makes it much faster but also reduces waste. It also makes customization possible because it is economically viable to print as few as 100 or 200 books.”

—Peter Tse, CEO, CTPS





High-quality Illustrated Book Publishing

Secure a profitable future with HP Indigo digital printing

Whether you publish museum and gallery publications or exhibition catalogs, coffee table books or high-quality color illustrated books on virtually any topic, there are great gains to be made by adopting a flexible production model using different printing technologies for different types of books and stages of the book lifecycle.

In today's market, publishers are being compelled to launch more titles, which sell fewer copies, albeit at a higher price than the mass products. The traditional model of large offset print runs in centralized printing plants is not a good fit with today's increasingly fragmented market of niche audiences and dispersed retail channels. In this challenging market environment, digital printing, which enables cost-effective short-runs of high-quality illustrated books, is a must for publishers' survival.

HP Indigo Digital Presses enable short-run printing at the high-quality required by art books and high-end color illustrated books. The National Gallery in London discovered just what's possible with HP digital printing technology. The Gallery commissioned a beautifully illustrated book of poems inspired by the Titian paintings in its "Metamorphosis" exhibition. The initial 2,400 copies of the book quickly sold out at the exhibit's opening; and they needed more copies—fast. The original lithographic printer, however, estimated a 6-week turnaround—past the exhibit's closing date. To remedy the situation, the Gallery turned to HP Indigo digital printing. Within a week, new digitally printed copies of the book were for sale. Not only were these books indistinguishable from the original printing—but they came at a lower unit cost than the offset production.

Self publishing

Publish the book you have always wanted to, with HP Indigo digital printing

Digital printing is the only practical approach for printing the low-volume runs required for self-publishing. But not all digital printing is created equally—particularly when it comes to books that include color illustrations and photography. As a leader in digital printing for publishing applications, HP can help authors publish high-quality books, at an affordable price point.

Blurb, a creative publishing platform that lets anyone design any kind of book—complete with a dust jacket, library bindery, and superior image quality—using simple drag-and-drop software, is a company that recognizes the HP digital advantage. The company was founded in 2003 by Eileen Gittins, who originally wanted to publish her own book, but she quickly realized how expensive it was to print short runs of professional quality books. Blurb originated as a result of her quest to find a cost-effective means to produce books that would impress even professional photographers. She settled on HP Indigo because of the consistent offset and photo quality it delivers. Plus print-on-demand technology offers a cost-effective way for Blurb's customers to order small numbers of books. Today Blurb serves a global market, offering self-publishing capabilities to customers who want creative control and outstanding quality.

"Our decision to standardize on HP Indigo has been one of the best decisions we've ever made. HP Indigo really drives a different level of image quality."

— Eileen Gittins, CEO, Blurb

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