

# HP Indigo press ws4500

More productive, cost-effective, versatile printing for labels and packaging



## Do all this with the HP Indigo press ws4500:

- Provide customers with instant proofs identical to their required jobs.
- Print runs as few as one, or up to 50,000 labels in fast turnaround time and help customers get their jobs to market quickly.
- Supply small, medium and large quantities to help customers manage their supply chain and inventory cost effectively.
- Print exceptional quality and spot colors to meet customers' corporate branding requirements.
- Offer virtually limitless substrate compatibility and cater to a wider range of packaging needs.
- Use variable data printing to provide full-color product personalization, as well as ticketing and game pieces.
- Use numbering and security features for product track-and-trace to help customers protect their assets.

Approximately 65% of label jobs around the world are produced in print runs of less than 50,000 labels, or under 6,500 feet. This trend is prohibitively expensive for conventional printing presses. They just cannot cope cost efficiently with the ever-increasing demand for shorter runs, faster turnaround and more targeted labelling and packaging.

Adapt your print responsiveness to current market conditions with the HP Indigo press ws4500

**The HP Indigo press ws4500 is a practical solution because:**

- It adds effective short-to medium-run, targeted printing capabilities to your offerings.
- It immediately lowers production costs by eliminating films, plates, chemistry and waste, and reducing set-up time.
- Its end-to-end resources integrate easily within your existing environment — they complement the capabilities of your current equipment while maintaining offset quality.
- It expands your range of equipment, so you can choose a suitable press for each job. This optimizes your productivity, ensures repeatable colors and maximizes profitability on every job.

**Your HP Indigo press ws4500 press includes a number of uniquely competitive features:**

- **Offset quality printing** — resulting from unique liquid HP ElectroInk technology.
- **Precise registration** — One-Shot Color technology allows simultaneous printing of all separations eliminating registration issues and enabling you to use a variety of substrates.
- **Any color matching** — the HP IndiChrome Plus (CMYK + orange, violet, green) expanded color gamut, achieves a closer match to PANTONE MATCHING SYSTEM Colors, and a broader applications range.
- **Spot color jobs** — On-press Fast Ink Replacement (OFIR) allows on-the-fly replacement of special/spot colors and eliminates time needed for swapping colors.
- **Easy color management** — conventional- and digital-compatible Esko front end software 'remembers' color settings for each substrate at the prepress stage. This allows identical output on repeat jobs on all presses.

Maximize results with HP Indigo partners  
HP has aligned with industry-leading partners to address the most critical customer needs. Together we provide end-to-end solutions for workflow, media and priming, and finishing for labels, flexible packaging and shrink sleeves.

# Technical specifications

<b>Print engine specifications:</b>	<b>Printing speed</b>	52.5 feet per min. in 4-color mode 105 feet per min. in 1 or 2-color mode
	<b>Substrate thickness</b>	12*-350 micron (0.47*-13.8 mils)
	<b>Substrate type</b>	Self-adhesive label stock and films
	<b>Image quality</b>	812 x 812 dpi 812 x 1,624 dpi when printing in high resolution mode Line screens: 144 (sequin) 160, 175, 180, 230 lpi
	<b>Image size</b>	12.13" x 17.72" max.
	<b>Web width</b>	Max. width: 12.99" Min. width: 7.87"
<b>Process colors</b>	<b>Standard 4-color printing</b>	Cyan, Magenta, Yellow, Black
<b>PANTONE® Colors**</b>	<b>HP IndiChrome on-press simulation (6-color printing)</b>	Cyan, Magenta, Yellow, Black, Orange and Violet
	<b>HP IndiChrome on-press simulation (7-color printing) by Esko</b>	Cyan, Magenta, Yellow, Black, Orange, Violet and Green
	<b>HP IndiChrome off-press (mixed spot ink)</b>	PANTONE Colors are mixed using the HP IndiChrome Ink Mixing System or ordered via the HP Indigo Ink Mixing Services.
	<b>White ink</b>	Yes
<b>Input system</b>	Input roll max. diameter: 51.18" Core inside diameter: 3" (6" optional) Tension control system Air expanded shaft	Roll load/unload pneumatic device Max. roll weight: 880 lb. Active web guide
<b>Output system</b>	Rewinder: 23.62" max. roll diameter	
<b>Dimensions of press</b>	Length: 81.1" Width: 64.96" Height: 86.61"	
<b>Weight of press</b>	12,100 lbs	
<b>Digital front end specifications:</b>	<b>Software platform</b>	Microsoft® Windows XP® Professional
	<b>Supported formats and standards</b>	Postscript Level 3, PDF 1.4, TIFF, JPEG, EPS, PPML 1.0, JLYT
	<b>HP Indigo Yours Truly</b>	Full color personalization
<b>Optional equipment/configuration:</b>	<b>Expanded color capabilities</b>	HP IndiChrome Plus on press 7-color printing HP IndiChrome on-press 6-color printing HP IndiChrome off-press Ink Mixing System

\*Substrate testing recommended \*\*Pantone licensed

## North America

Hewlett-Packard Company  
1001 Summit Boulevard  
Mailstop 401  
Atlanta, GA 30319  
USA  
Tel: +1 800 289 5986  
Fax: +1 404 648 2054

## Europe, Middle East and Africa

Hewlett-Packard Company  
Renier Nafzgerstraat 100  
6221 KL Maastricht  
The Netherlands  
Tel: +31 43 356 5656  
Fax: +31 43 356 5600

## Asia Pacific

Hewlett-Packard Company  
138 Depot Road  
Singapore 109683  
Tel: +65 6727 0777  
Fax: +65 6276 3160

## Latin America

Hewlett-Packard Company  
5200 Blue Lagoon Drive  
Suite 950  
Miami, FL 33126  
USA  
Tel: +305 267 4220  
Fax: +305 265 5550  
informahpindigo@hp.com

## Israel

Hewlett-Packard Company  
Kiryat Weizmann  
P.O. Box 150  
Rehovot 76101  
Israel  
Tel: +972 8 938 1818  
Fax: +972 8 938 1338



PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc.

© 2006-2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

[www.hp.com/go/graphic-arts](http://www.hp.com/go/graphic-arts)

4AA0-7402ENUS, 8/2007. This is an HP Indigo digital print. Printed in Israel.

