



HP Indigo press w3250

The most productive, cost-effective, offset quality digital color production solution for commercial print, direct mail, publishing and photo-specialty services.



“The quality, speed and productivity of the HP Indigo press differentiates us in the marketplace and allows us to provide a complete set of services to our customers.”

Kevin Despain, CEO,
Rastar Digital Marketing, Salt Lake City, UT



The new print supply chain: simpler, stronger, streamlined

Information is now nearly 100% digitized and global culture is marked by lightning fast communications, highly targeted customization and ultra-niche marketing. Enterprises require faster, shorter runs of marketing materials, direct mail, product manuals, training pieces, books or educational resources. Plus, they often demand varied content to accommodate the needs of different users, languages and markets.

As industries around the world undergo widespread change, commercial printers, direct mail firms and publishers know that they need to adapt themselves quickly to the new economic climate. Providers of print services must create new and flexible business models, with more affordable services and faster job turnaround.

In fact, everyone along the print supply chain – including equipment manufacturers, print providers, distributors and others – are all redefining their value in order to regain their efficiency and maintain a competitive edge. Only through advanced print production technologies and integrated solutions can the links of the print supply chain remain strong.

Digital makes the difference

CAP Ventures reports that, for every dollar spent on traditional lithographic printing, an incremental seven are spent on creative development, fulfillment, warehousing and obsolescence. It's an expensive cost that often remains hidden. Digital printers, however, can provide just-in-time print production that alleviates – and often eliminates – those costs.

Digital printing is the engine transforming the print production industry. With newer technology, digital offers an affordable alternative to offset or litho production – especially with the rising demands for flexibility and speed. Digital printing is also the only solution able to efficiently handle the complexities of localization, customization and personalization.

With conventional offset production, customization is impractical, if not impossible. Lengthy make-ready, quantity inefficiencies and waste make offset prohibitively expensive. Digital printing simply eliminates the costs of films, plates and chemistry, as well as the associated human resource expenses.



HP Indigo press w3250 – the brains of digital, the quality of offset

The webfed HP Indigo press w3250 combines the unbeatable quality of offset printing with the astounding flexibility of digital printing. It's a robust system, to say the very least – delivering maximum print excellence and cost-efficiency for high-volume jobs. With stunning graphics, vibrant color and sharp text, it's remarkably impressive, even to the most demanding lithographer or print customer.

The HP Indigo press w3250 empowers commercial printers, direct mail firms, book printers, publishers and photo service providers with the tools to redefine and expand their customer value. With its high-speed printing power, it's tailor-made for quickly producing a wide range of 4/4, 2/2 and 1-color jobs, including:

- Personalized, direct mail letters and postcards requiring variable data printing (VDP)
- Books and booklets on a wider range of media
- Photo-related services, such as calendars, cards and photo albums
- Versioned user manuals for products and services, such as car owner manuals and handbooks

Robust inline finishing capabilities boost productivity and efficiency

The HP Indigo press w3250 has been smartly engineered with a manufacturing mindset – built to meet the growing requirements for reliable, automated 24/7 operation. Its webfed design allows you to add flexible and robust inline and near-line finishing options that can finish print jobs to the final product size in one pass. The result is improved press productivity, as you eliminate costly, error prone and labor intensive off line finishing processes.

Making commercial printers more competitive

If you're a commercial printer serving established accounts with steady, short- to medium-length print runs, the HP Indigo press w3250 helps satisfy those clients and keep them coming back.

Turn jobs around with continuous, reliable, high speed operation over all three shifts. Accept a steady flow of short-run jobs that can add up to significant page volumes.

The HP Indigo press w3250 requires minimal operator intervention, so jobs are completed quickly – again, within a single pass that includes inline finishing. With the flexibility of the HP Indigo press w3250, you can also provide affordable, full-color customization.

Reduce waste, grow revenue with short-run user manuals

HP Indigo digital printing technology is enabling another industry trend – the widespread adoption of short-run, versioned user manuals. Global businesses are creating new products to meet the needs of different markets and multiple languages.

For example, consider the auto manufacturer that needs only 500 perfect-bound operator manuals in the language of one nation – or a few thousand versions specific to a single chassis model. Using offset, publishers typically print far more than needed. With the HP Indigo press w3250, you only print what the customer needs – saving an enormous amount of waste.

Fig.1

Industry studies show that targeted, relevant direct mail increases response rates compared to traditional non-personalized communications.



Attention direct mail marketers

Market predictions for an increase in direct mail volumes speak to the demand for highly targeted, relevant materials that are also superbly produced and finished. The HP Indigo press w3250 answers the call with the most efficient, cost-effective solution for producing high-impact, high-volume, personalized direct mail – marketing pieces that people really notice (see Fig 1). Printed in full-color, offset quality, personalized images and text add powerful impact to letter packages, self-mailers, postcards, reply cards, folders and brochures.

Just imagine the value of inline finishing to a long run of direct mail postcards. As an automated process, inline finishing helps produce a complete supply of finished postcards, all pre-sorted, intelligently stacked and ready to go in the mail. It all happens in one pass using just one operator. As a result, inline finishing reduces the cost of the product and gets the printed material into market circulation that much sooner.

Vibrant colors, strong images and personalized attention-grabbing messages are critical to the reader's decision in those first few seconds to read on – or not. With the power of HP ElectroInk, the HP Indigo press w3250 prints superior color images and personalized text in a single step that eliminates the need for pre-printed blanks or shells, as well as the associated time and costs. The press also streamlines and simplifies the workflow process from press to mailbox – eliminating the need for storing or shipping blanks, database checking and integration.

The HP Indigo press w3250 prints full-color variable text, graphics and images at offset quality on a wide range of substrates, including the lightest weight paper stocks common in the direct mail industry, as well as heavy card stock required for postcard pieces. It's also ideally suited

to cope with the increasing demands on direct mail creatives and marketers. Not only does it simplify the task of generating and sending variable data to the press, it also makes those familiar last minute changes easy to execute.

The HP Indigo press w3250 gives you a range of added capability:

- Print special, localized versions.
- Produce reprints that are too costly to set up again on conventional offset litho presses.
- Eliminate storage issues – one-step printing of customers' direct mail campaigns; no need to retain warehouses of preprinted stock, nor print more than can be dispatched.
- Retain mail sort discounts, even for short-runs, by grouping target segments in a single variable run.
- Produce faster turnarounds of highly targeted mail campaigns by printing the job in one pass with the help of inline and near-line finishing.

With your new print capabilities, you also have the added benefit of enhancing customer relationships. Now you can work with customers to fine-tune their marketing materials and continually improve and refine offers in response to feedback.

“The HP Indigo press is helping both increase Jeppesen’s business agility with its customization capabilities, and maximize our return on investment by enabling an optimized monochrome and color print production environment.”

Alex Zakroff, VP of Distribution Services, Jeppesen, Englewood, CO



The new bestseller in book publishing

The HP Indigo press w3250 is a complete digital publishing solution with all the features for taking advantage of the boom in short-run and customized book publishing. Now you can deliver cost-effective, profitable books and booklets in 1, 2 or 4 colors.

You can also offer profitable new applications, such as:

- Educational and training materials – printed in short-run, high quality books and pamphlets with 1, 2 or 4 colors, spot colors and with a variety of finishing options
- Yearbooks for schools, colleges and churches, printed in beautiful 4-color offset quality, including special (spot) colors

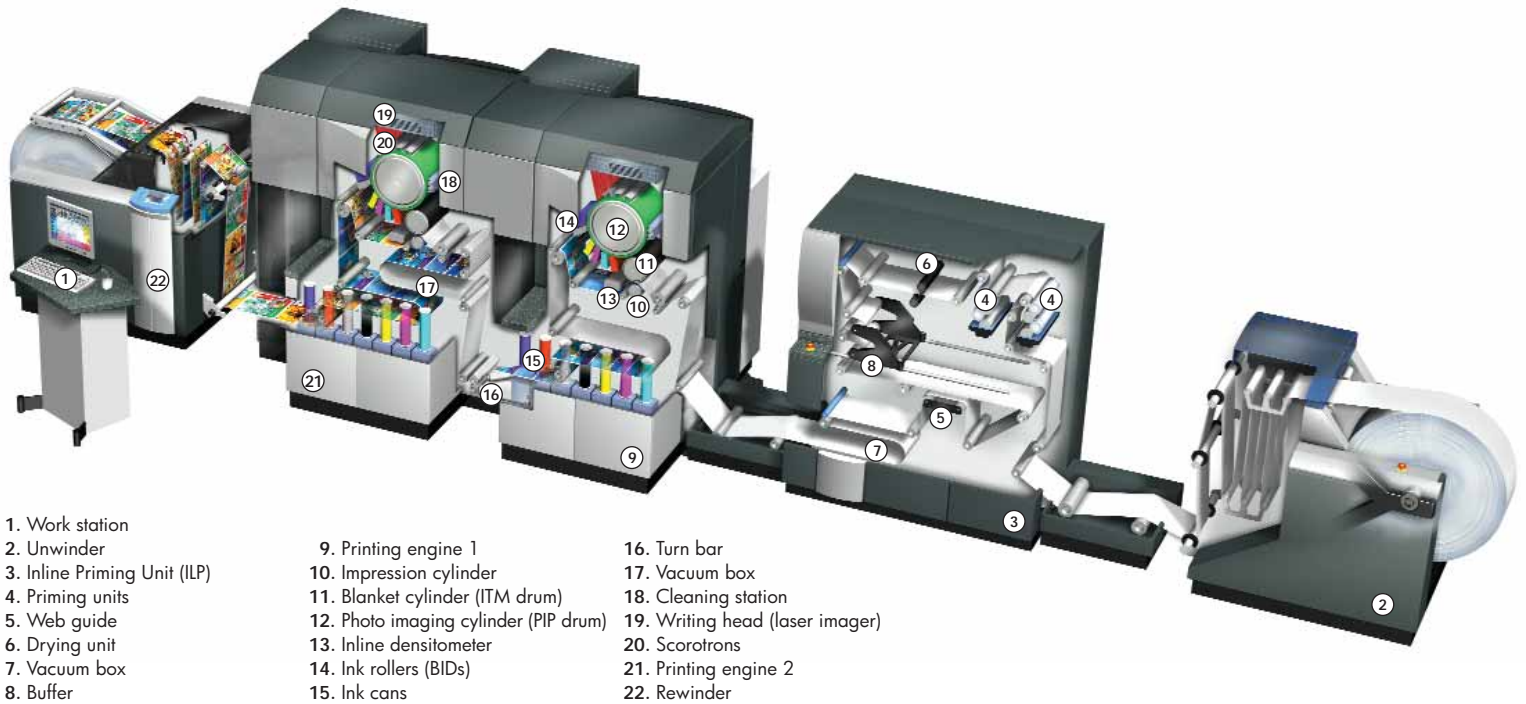
For book publishers, it means the end of lengthy production cycles. Magazine and periodical publishers can eliminate slow, expensive conventional impositions, as well as the multiple rounds of proofing and correcting.

The HP Indigo press w3250 is ready to run when you are, and equipped to leverage the world of new opportunities:

- Printing books on-demand, thus eliminating the need for warehouse inventory
- Producing a finished, stacked book block in the final size – all in one path for greater economy
- Cost-effective short-run solutions for color books
- Market-testing new titles prior to long print runs
- Producing samples, reviews and proof copies quickly
- Making last-minute changes – quickly, easily, and cheaply

Add some snap to photo-specialty services

If you’re involved in the fast-growing photo services industry, now you can transform your business into a high-performance, manufacturing operation with higher productivity and cost-effectiveness. With its end-to-end automation, the webfed HP Indigo press w3250 is the right solution to produce high value, personalized photo books, calendars, cards and other photo services for consumers at extra high throughputs – especially with the HP Indigo press w3250 inline finishing capabilities that yield a finished, stacked and cut product in one pass. Your customers will also appreciate the photo-rich, offset print quality that comes with 5 to 7 colors.



- 1. Work station
- 2. Unwinder
- 3. Inline Priming Unit (ILP)
- 4. Priming units
- 5. Web guide
- 6. Drying unit
- 7. Vacuum box
- 8. Buffer
- 9. Printing engine 1
- 10. Impression cylinder
- 11. Blanket cylinder (ITM drum)
- 12. Photo imaging cylinder (PIP drum)
- 13. Inline densitometer
- 14. Ink rollers (BIDs)
- 15. Ink cans
- 16. Turn bar
- 17. Vacuum box
- 18. Cleaning station
- 19. Writing head (laser imager)
- 20. Scorotrons
- 21. Printing engine 2
- 22. Rewinder

HP Indigo press w3250 – the inside story

Maximum productivity for cost-effective, high volume printing

Evolved over a decade of innovation, the rugged HP Indigo press w3250 is built for 24/7 operation. A dependable, webfed production tool, it easily prints as high as four million, 4-color pages per month. Two powerful print engines, a large feed reel and connectivity for inline finishing combine to ensure many hours of uninterrupted production.

The HP Indigo press w3250 is as cost-effective as it is productive. Now, one operator can do the work of two operators – plus a finishing equipment operator. With its high production capacity, it operates at low fixed costs, low cost-per-page and low total production costs.

Performance at its finest

High press speeds. Two print engines deliver 4,000 duplex (8,000 numerical) 8.5" x 11.5" 4-color images per hour, in roll-to-roll or roll-to-sheet. You can also print 8,000 duplex (16,000 numerical) 1-color or 2-color pages per hour at substantially lower costs, all at offset quality.

Widest range of substrates. The HP Indigo press w3250 supports the lightest weight media required for books and manuals – 27 lb text – as well as heavier substrates required for postcards – 100 lb cover.

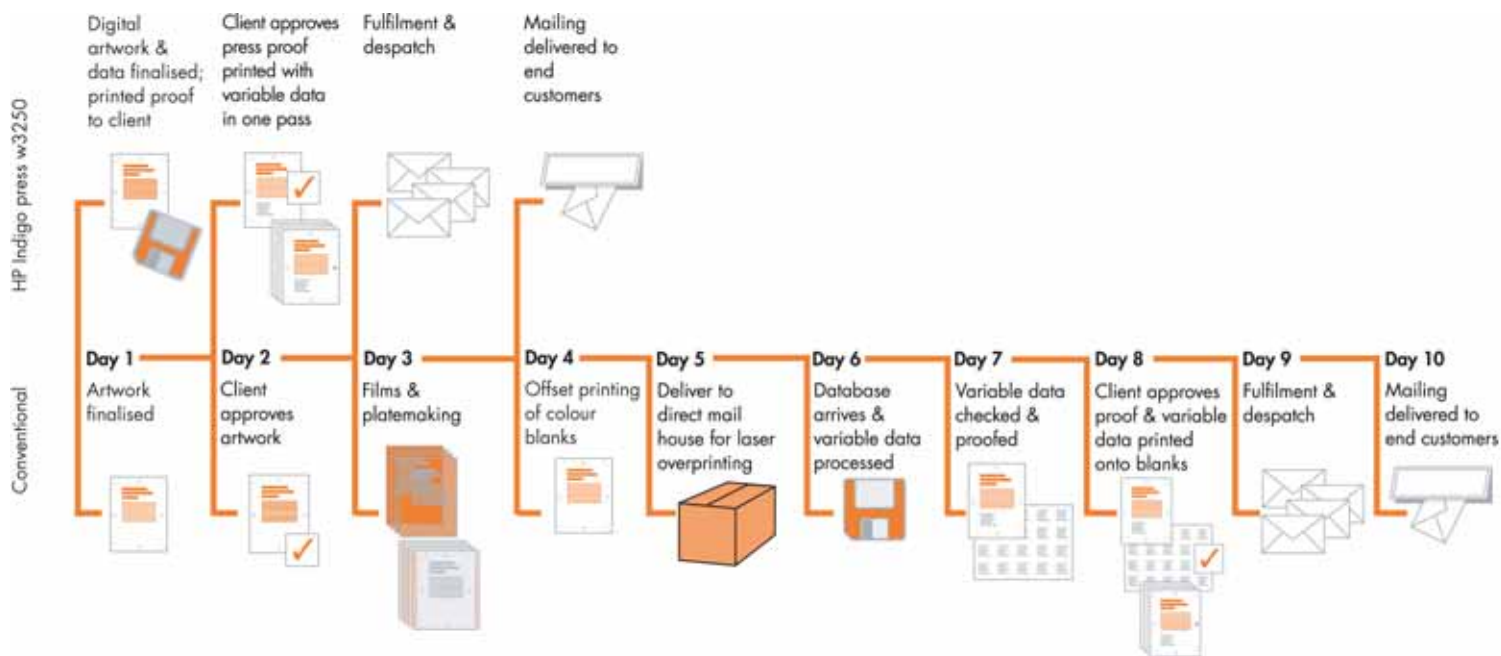
Inline priming. With HP's breakthrough inline priming technology, now you can print digitally on any off-the-shelf offset paper required by the publisher. That gives you two major advantages: it dramatically reduces your substrate costs, and it opens the door to new applications. For example, now you can accept jobs that require the same substrates used in offset printing.

7-color printing. Print in full process color, as well as up to three spot-color jobs in a single pass.

One-shot technology. Assures accurate color-to-color registration and consistent uniformity of solid coverage areas.

Swift localization and personalization. Variable data is applied in one pass to save time and boost productivity.

Inline finishing. Complete the entire process quickly and easily in a single pass, with a single operator.



Offset digital quality and color

High quality digital offset color is a hallmark of HP Indigo presses – recognized throughout the industry for its depth of color, image sharpness, color stability and repeatability. Liquid HP ElectroInk has differentiated the print quality of HP Indigo presses since it was first introduced.

HP IndiChrome expands the color gamut.

HP offers two options allowing for maximum color reproduction flexibility:

- HP IndiChrome on-press is a unique 6-color process that adds orange and violet inks, in addition to the standard CMYK, to expand the color gamut.
- HP IndiChrome off-press enables printers to choose from a wide variety of special spot and brand colors – ideal for vehicle manuals.

These colors are manufactured and supplied by HP Indigo’s Special Ink Mixing Services. They can also be prepared on-site with the HP IndiChrome Ink Mixing System, to enable printing of corporate colors, simulating 97% of the PANTONE® Colors.

HP Production Flow: a powerful front end and RIP

Using HP Production Flow, the HP Indigo press w3250 streamlines and simplifies the operation from prepress to mailbox – ideal for processing and buffering large direct mail runs or complex commercial and publishing jobs.

HP Production Flow is a high performance workflow management system and RIP – enabling jobs to be received and processed manually or electronically, via the web or other digital networks.

HP Production Flow uses JDF job ticketing to automate the printing process. Prepress expertise can now focus on higher profit accounts that warrant individual attention. It tracks, manages, and outputs materials faster, at lower cost, and with minimal errors.

Able to handle multiple jobs, HP Production Flow minimizes manual involvement. It processes static Postscript and PDF files, as well as personalized or variable data files in PPML and JLYT formats, while managing one or more RIPs. After a full RIP, you can feed error-free, run-ready data into one or more digital presses. HP Production Flow also provides valuable management tools for job tracking, report generation and remote support.

HP Production Flow is available in a variety of configurations:

- HP Production Flow server and RIP (with single Adobe IPTech RIP)
- HP Production Flow high performance server (with dual Harlequin RIPs)
- HP Production Flow high performance server (with Quad Harlequin RIPs)

“Aside from our desire to make sure our customers succeed, we recognize that our success relies heavily on having a high quality output solution, a reliable partner, and dependable consumables – including inks, media, blankets and plates – and we’re very satisfied that the HP Indigo presses and our relationship with HP provide this.”

Dave Fenske, VP, Fenske Media Corporation, Rapid City, SD



An end-to-end solution for profitable applications

The HP Indigo press w3250 fully supports industry leading finishing solutions, most of which are already in use in commercial print operations.

Hunkeler. In addition to the standard roll-to-roll configuration of the HP Indigo press w3250, optional finishing solutions are available through HP’s partnership with Hunkeler AG. Engineered for heavy duty use, the roll-to-sheet configuration supports offset stacking of up to 12.6” x 18.5” sheets. An optional, two-up finishing solution provides inline slitting and cutting – thus producing sets of offset-stacked, A5 booklets at unprecedented speeds.

The family of Hunkeler finishing options includes:

- Web-to-roll (roll-to-Hunkeler rewinder)
- Web-to-sheet (roll-to-Hunkeler cut sheet/stacker, 18.5” tabloid plus)
- Web-to-sheet 2-up (Hunkeler roll-to-slit web, for 2-up 5.5” x 8.5” stacks across web)
- Combination line (add 90 degree turn bar and rewinder-to-line cut sheet, 18.5” stacker)
- Combination line 2-up (90 degree turn bar/rewinder-to-2-up 5.5” x 8.5” stacks across web)

EMT. Available in North America, EMT International offers inline and near-line cutting and stacking solutions for light and heavy substrates.

The HP Indigo press w3250 features a combination of roll-to-sheet and roll-to-roll in one finishing line, giving you more flexibility in production. It also enables fast, easy switching between applications. As an alternative, HP will work with printers to integrate customized, inline binding equipment into the press to fit specific finishing requirements.



Full support and service – to get you going and keep you running

HP's long-standing principle of "Total Customer Experience" focuses on the most important areas of customer satisfaction: problem prevention, fast response times, rapid, accurate problem resolution, seamless installation and superior customer care.

To assure that you are operating at maximum uptime and profitability, HP also supports you with post-installation services. Our global field organization is second to none in providing customer consultation, systems implementation, training and support. Here are the types of services you can expect with the acquisition of an HP Indigo press w3250:

Full setup and maintenance services

- Site preparation
- Workflow setup
- On-site field service
- Fast part delivery
- Hotline help desks

World class training

- Operator training ranges from basic to advanced levels.
- Maintenance training teaches preventative and/or corrective actions, and trains the operator to perform quicker problem resolution with the support of the Customer Support organization.
- Shortly after installation, operators receive support from the Implementation Team to ensure that skills earned in the classroom are transferred to the production environment quickly during the ramp-up period.
- Visits to customer sites help assess infrastructure, technology and workflow. They also create an

individualized plan for integrating the appropriate HP solution.

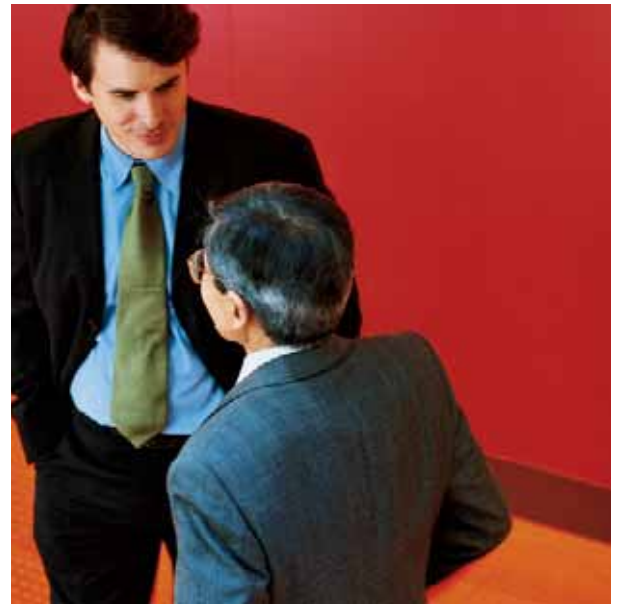
Flexible HP financing programs

When you finance your digital publishing solutions with HP Financial Services, you take advantage of competitive rates and flexible terms, and you'll enjoy the convenience of matching your payments with your revenue stream. Unlike most bank financing, HP Financial Services provides terms, structures and resources customized to the needs of commercial printers.

The HP Indigo community

The global community of HP digital press solutions providers is linked via "My HP Indigo" (www.myhpindigo.com), a secure online portal to vital tools, training and development materials for shop owners, press operators, sales representatives and production managers. At "My HP Indigo" you'll find:

- A supply ordering area
- Substrate provider locators
- Training modules
- Support manuals and downloads
- Technology solution catalogs
- Business optimization sales tools and templates
- Valuable case studies
- Subscription opportunities
- News and events
- HP IndigoServe productivity reports, and much more



The bottom line: add more value, grow your business

The HP Indigo press w3250 embodies all of HP's world-renowned value features: fast turnaround, cost-effective production, liquid ink offset quality, 7-color capabilities, a wide range of substrates and efficient variable data printing. It's ready now to help transform your company's production, product offerings and customer relationships. It offers you a range of options for developing and expanding your business.

From the beginning of the production process to the end, HP adds continuous value:

- The HP Indigo press w3250 addresses the key challenges and opportunities of today's high-end commercial, direct mail and publishing markets.
- In today's competitive market, HP Indigo's digital technology enhances your productivity and your efficiency, and reduces your total cost of operation.
- The HP Indigo press w3250 enables you to extend your service to other digital asset-management functions, such as coping with more jobs, eliminating storage issues, adding new digital asset services and providing in-house variable data printing.
- The HP Indigo press w3250 produces printed products with a higher added value increasing your margins.

Find out more today and start benefiting from the digital transformation.

Technical specifications

HP Indigo press w3250

Print engine specifications:

Printing speed	4,000 duplex (8,000 numerical) 4-color 8.5" x 11" images per hour (two-up) 8,000 duplex (16,000 numerical) 1-color and 2-color 8.5" x 11" images per hour (two-up)
Image quality	800 x 800 dpi, 800 x 1,600 dpi when printing in high resolution mode Line screens: 144 (sequin), 160, 180, 230 lpi
Image size	11.9" x 17.7" max
Paper format	Max. web width: 13" Min. repeat length: 8.8" (at 4-color print mode) Max. repeat length: 18.5"
Paper weight	Roll-to-roll: 27 lb text – 100 lb cover (subject to paper stiffness) Roll-to-sheet: 27 lb text – 100 lb cover (subject to paper stiffness)
Printing technology	HP ElectroInk technology

Process colors:

Standard 4-color printing	Black, Yellow, Magenta and Cyan
HP IndiChrome 6-color printing	Black, Yellow, Magenta, Cyan, Orange and Violet
PANTONE® Colors	PANTONE-licensed HP IndiChrome on-press 6-color printing, using CMYK, as well as orange and violet. PANTONE-licensed HP IndiChrome off-press ink mixing system, for spot color creation, using CMYK, as well as orange, violet, red, green, blue, bright yellow and transparent
Paper input system	Input roll max. diameter: 51.2" Input roll inner core diameter: • Standard: 3" • Optional: 6"
Paper output system	Rewind, cutting and offset stacking, based on finishing options

Dimensions of print engine:

Engines	Length: 126"; Width: 80"; Height: 86"
Web feed unit total length	215" (including stepping plates and gaps between modules)
Hunkeler UW-6 unwinder (including max. paper roll)	Length: 73.6"; Width: 42.5"; Height: 57.5"
ILP System	Length: 65.7"; Width: 44.5"; Height: 71.3"
Weight of print engine	15,872 lb

Digital front end specifications:

Architecture	Offline RIP with expansion capability for additional external RIPs that provide scalable RIP power
Software platform	Microsoft® Windows XP®
Hardware platform	CPU Pentium® running Windows XP®, 1 GB base memory 15" flat screen monitor CD/DVD/RW Image disks – two 160 GB drives which provide 320 GB of image memory
Network protocols	TCP/IP
Physical network connection	100 Base-T (Gigabit LAN optional)
Supported formats and standards	Support is based on the offline RIP options
HP Indigo Yours Truly	Full-color personalization

Optional equipment/configuration:

Expanded color capabilities	HP IndiChrome 5, 6 and 7-color printing HP IndiChrome Ink Mixing System
Workflow and finishing solutions	HP Production Flow inline finishing solutions



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