



Collateral-on-demand:  
printing's new profit center  
End-to-end solutions from HP Indigo



“When we first looked at digital printing, HP was the only company that could deliver quality, price and speed in a way that would support our business. Other companies could meet one or two, but not all three of these fundamental requirements. And HP was the only organization we talked to that came back and said we can make this work for you.”

Mark Van Tine, President, Jeppesen, USA



## What's your customer's challenge?

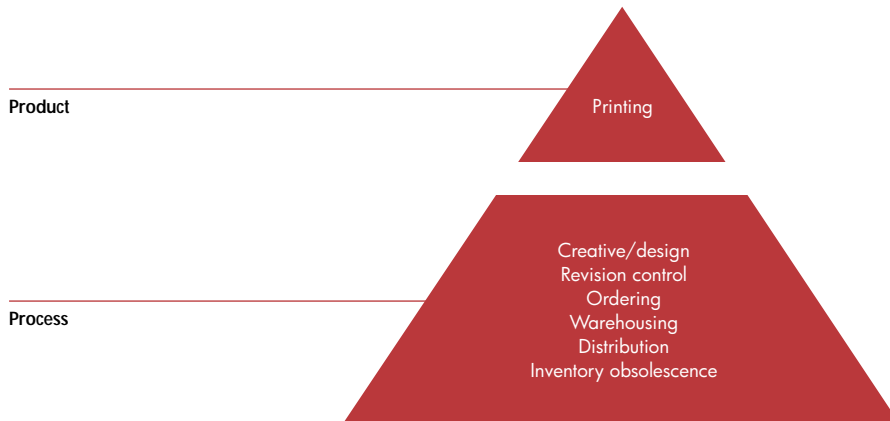
Do your customers want a few hundred updated brochures printed for a trade show? Are their field sales representatives demanding customized literature for a client meeting? Do they need it "yesterday" more often than ever?

As a commercial printer, you're well aware of the new demands for collateral. The market requires faster turnarounds, smaller runs and versioned pieces—and it all has to be done cost-effectively. About 33% of current print jobs are considered to be "on-demand"—requiring 24 hour turnaround—and an estimated 78% of short runs of 4-color work already average fewer than 5,000 pieces.

Your customers are also applying enormous amounts of resources and money to their print collateral. For every dollar or euro spent on printing, an additional five to eight are spent on administrative costs, document preparation, creative development, reviews, warehousing and distribution. About 31% of printed material becomes obsolete and is thrown out, creating enormous amounts of waste.<sup>1</sup>

<sup>1</sup> CAPVentures, April 2003

### The true cost of print communication



For every \$1 of printing there are \$5-8 of other costs.

## COD process vs. traditional collateral production

### Collateral-on-demand process

1. Strategy approved; creative assets produced	2. Assets posted onto web-to-print site	3. Printer pre-flights posted assets	4. Client selects asset items and submits order to printer via web-to-print interface	5. Customer receives quotes and pricing	6. Order printed and finished; materials distributed to recipients
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### Traditional print production

1. Strategy approved; creative assets produced	2. Print quantity ordered	3. Customer receives quotes and pricing	4. Files sent to printer	5. Pre-flight	6. Proof(s) sent to customer
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## The smart alternative: collateral-on-demand

Now you can come to the aid of your customers and help them eliminate the resource-intensive process of print production. How? Through collateral-on-demand services. Prompted by the rising demand for faster turnarounds and shorter runs, more and more printers worldwide have adopted the web-to-print technologies that enable collateral-on-demand services.

Imagine this scenario: The next time you speak with your client, you offer them a collateral production solution that allows them to:

- Streamline their internal collateral development process
- Eliminate the costs of storage, distribution and obsolescence
- Quickly produce and update literature
- Help them get products to market more quickly
- Print only the amount needed, when it's needed
- Re-order easily from a web catalog
- Use a customized, branded web interface
- Get cost estimations on their orders in a click

Collateral-on-demand provides the flexibility for localizing and customizing printed materials. In other words, they can easily tailor content and design to make it more relevant to the intended audience. Accessed through the web, a collateral-on-demand service enables your clients' marketing and sales organizations to easily request customized literature and information.

A collateral-on-demand solution also enables full compliance with a company's usage guidelines for logos, images and text. As a result, you help your customers protect, and even reinforce, their valuable brand.

## Save time and money vs. traditional processes

In a time when traditional offset printing is experiencing flat growth trends, collateral-on-demand presents printers with the opportunity to increase revenues and margins. While print runs may be shorter than traditional processes, the frequency of orders from a broader audience within the enterprise often add up to significant print volumes.



A collateral-on-demand solution also enables you to be more than a printer. It helps establish a larger partnership with the client as you help them improve the effectiveness of their marketing and sales efforts.

7. Plates created	8. Press proof(s) sent to customer	9. Printing and shipping to warehouse	10. Distribute to field	11. Store unused quantities	12. Dispose of obsolete materials
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## How one firm got the message

When a communications firm continually found itself with either too few or too many quarterly financial reports for high-value accounts, they faced two unappealing choices: either reprint via offset to make up the shortfall, or throw away the extra copies. The firm's printer, LaVigne Inc., of Worcester, Mass., analyzed the financial impact for its client and helped them institute a collateral-on-demand solution.

"One period they printed 3000 and needed 4500. Another time, they printed 4000 and needed only 2500—both situations being expensive and wasteful," according to Chris Wells, president of LaVigne. "Now, we print it on-demand. They simply upload a new file each quarter into the catalog and there's no backorder, no delays, no waste, and perhaps most importantly, no back to press." LaVigne operates an HP Indigo press 3050 and 5000, and offers the web-to-print solution from Printable Technologies that has been optimized to work with HP Production Flow.

"We ask customers, 'What's your inventory cost, obsolescence, storage costs?'" Wells says. "You have to work with CFOs, high-level marketing people with P&L responsibility. With this solution, the customer orders, say, 25 prints of a particular item, through the online system. It's on the press in two minutes, and the run is done in 90 seconds. The unit cost for the customer is about the same as if they ran 2000—and we make the same margin. "The benefit is, not only are we going to save them money by using on-demand, it's more profitable for us."

## Maintain centrally, access universally

Produced on a "just-in-time" basis, collateral-on-demand materials meet the customers' major requirements: efficient, short-run quantities, custom messaging and tight schedule demands.

Users maintain centralized control over the creation of all collateral-specific assets. Those approved elements may include images, message blocks, literature templates, logos and other brand elements. A single template can be used multiple times and easily updated without substantially increasing creative costs.

You and your clients are connected by a web-to-print application which accesses the collateral assets. Authorized users have 24/7 access to the web-to-print interface, where they can select, customize, order, and send collateral—when it's needed and in the appropriate quantity. Requests go directly to your facility where it is digitally printed, finished and shipped.

As a result, your customers' sales representatives or marketers can avoid going through central departments to order collateral. Similarly, brand or marketing communications managers are assured that literature created in the field complies with corporate and brand specifications. Your customers' print buyers get an immediate quote for their orders, saving the manual work of answering price proposals.



## HP collateral-on-demand—a solution made just for you

Collateral-on-demand solutions from HP encompass far more than its exclusive family of offset-quality HP Indigo digital presses. They go beyond HP's incomparable color technology, or its world renowned service and support organization.

You have specific needs, as do your customers. In order to provide an end-to-end solution that meets those needs, HP partners with the world's leading providers of web-to-print applications, finishing tools and substrates—everything you need to optimize your print service capabilities.

## Web-to-print applications

With HP Production Flow as your digital front end and RIP, HP Indigo digital presses support the world's leading web-to-print applications.

**Printable Technologies.** The PrintOne™ web-to-print application from Printable Technologies<sup>SM</sup> offers easy-to-use tools for ordering, specifying, customizing and tracking the job. The customer requests an item in the catalog through a private, one-to-one browser—which can be tailored by the printer to the customer's brand identity—and enters the selectable variable items, such as text, graphics, or images. The customer submits the request via the online connection to your print facility. You accept the order, download the files, and automatically send the piece to the HP digital press. Meanwhile, you've helped the customer streamline the print procurement process and improve internal and external communications. (Available in US and Europe; supporting English only.)

**TripleArc.** The TripleArc collateral-on-demand solution (available in Europe only) allows your customers to order print jobs in static, versioned or personalized materials, in any quantity, large or small, from any central or field location, from a branded, familiar website. TripleArc develops, manages and supports Internet-based, JDF compliant solutions for both the printer and the enterprise print buyer. It also incorporates online estimating, file upload, job tracking and financial reporting.

Either hosted by TripleArc or installed by the printer, the solution supports PPML for automated, web-based personalization of collateral and a customizable interface for incorporating the client's corporate colors, logos and other branding elements. (Available only in UK and Germany.)

**Press-sense.** Installed on the print provider's server, the iWay Prime solution from Press-sense enables the printer to offer customers online job ordering and management capabilities within a branded website environment. Customers use a template-based system with various means for placing orders, approving and tracking jobs and monitoring delivery schedules. An automated collateral-on-demand process allows customers to upload files to centralized job and image archives, view soft proofs online and manage approval cycles. The application also offers printers online job tracking and control, variable data processing abilities, online account management tools and personalization tools, as well as tools for preflight, automated impositioning and color management.



## Robust tools for page layouts

**Techno Design.** Techno Design's IPM System® provides robust tools for merging page layout and editorial copy, and for creating as many versions of collateral as needed. Using information from the customer's asset database, it provides a powerful tool for printing highly personalized marketing publications. While giving page designers creative flexibility, the solution provides editors with complete access to content. A user-friendly link connects product information and the client database. With the design flexibility of QuarkXPress, a user can personalize and order any marketing collateral –newsletters, brochures, mailers, pricelists, manuals, catalogs, tickets, labels and much more. (Available only in Europe, Middle East and Africa.)

## HP Production Flow: the robust RIP and workflow manager

Optimized for use with these HP-authorized web-to-print applications, HP Production Flow is tailored for medium and high volume printers. An integrated, open software and hardware system, it automates and manages the production workflow process—helping you easily accept, track, run and manage more jobs in less time and with reduced costs.

HP Production Flow lets you accept direct-to-press orders without user/employee contact. As the orders are placed by your clients, digital files are queued for you to print. By creating a Job Ticket you send the press-ready files straight to HP Production Flow and ultimately to the Indigo press. HP Production Flow supports open industry standards—JDF and XML-based for job tickets, SQL for databases, as well as all major file formats, including PostScript, PDF, PPML, EPS, TIFF, DCS and more.



## Finishing-on-demand—for added productivity

Many digital printers have discovered productivity gains, a streamlined workflow and financial advantages of finishing their own digitally-printed materials. As a result, HP fully supports its collateral-on-demand solutions with advanced applications and tools, such as the following:

**Duplo PDC.** The Duplo Production Digital Color (PDC) booklet maker produces full-bleed, trimmed booklets ready for delivery in one pass from an HP Indigo sheet-feed digital press. The near-line system includes: a dual tray sheet feeder, digital color media kit with a bar code reader, slit/cut/crease module, booklet maker, face-trimmer and long stacker. This easy to use automated solution handles a wide range of print applications, including brochures, corporate and financial statements, insurance documentation, instruction manuals, newsletters and bulletins. It also efficiently and automatically finishes any size run of booklets, including those with variable booklet-to-booklet sheet counts.

**Duplo DC 645.** The Duplo DC 645 Slitter-Cutter-Creaser is a fully automated and easy to use solution that combines slitting, cutting and creasing in one pass. Building on the successful design of the DC 545 HCEX, Duplo's latest model supports a higher maximum substrate weight (350 gsm), a wider format range and increased

accuracy. Users can easily and affordably produce professionally-finished, full-bleed documents, including business cards, greeting cards, invitations, brochures, pamphlets, catalogs, posters, point-of-sale materials, CD/book covers, photographs and more.

**Dorn SPE.** The Dorn SPE DRC 15 and DRC 19 UV coaters are tailor-made for enhancing the design aesthetics and value of the printed piece with gloss, matte, satin and other finishes. With a coating width of 15" or 19" and a high-density roller-coater line for UV applications, they handle substrates from 80 lb. book (100 115 gsm) and higher. The DRC 15 and DRC 19 operate at speeds up to 4,000 impressions per hour, automatic feed. For pieces that go through extensive finishing or via the mail, it also provides protection against mechanical rub.

Recommended by HP as an off-line UV coating supplier, the Dorn SPE DRC 15 and DRC 19 UV offline manual-feed coaters enhance the productivity and throughput of your HP Indigo sheet fed digital press. They are both designed to deliver affordable, user-friendly UV or aqueous varnish coating – providing protection against mechanical rub and sealing the sheet with solvent and chemical resistance.

# A family of powerful digital print engines

Whether you're just entering the digital printing world or expanding your digital business, HP provides a wide selection of HP Indigo commercial digital presses—from entry-level to high-end, high-volume models.

**HP Indigo press 1050.** This entry-level offering features up to 6-color printing, including spot and fluorescent colors and invisible ink which enables authentication capabilities. Prints up to 2,000 4-color 8.5" x 11" images per hour (two-up).

HP Indigo press 1050



**HP Indigo press 3050.** This high-performance, affordable solution delivers up to 7-color printing, high definition images and outstanding substrate selection. Throughput reaches 4,000 4-color 8.5" x 11" single sided images per hour (two-up) or 16,000 single-color 8.5" x 11" images per hour (two-up).

HP Indigo press 3050



**HP Indigo press 5000.** An ideal solution for commercial printers who seek a productive, high quality digital press to help create new business opportunities. Includes automated workflow and built-in web connectivity. Runs up to 4,000, 4-color, A4 images per hour (two-up), or up to 8,000, 2-color or single-color, A4 images per hour (two-up).

HP Indigo press 5000



HP Indigo press w3200

**HP Indigo press w3200.** The industry's fastest and most productive 7-color, web-fed production press—prints high quality, 8,000 4-color, A4 images per hour (two-up), and allows for nearline or in-line finishing.



### Offset quality with digital flexibility

HP ElectroInk superior edge-to-edge sharpness compared to dry toners (as seen in figure 1). HP Indigo digital presses also feature built-in dot gain compensation which offers greater control than offset over the exposed dot size. (Figure 2)

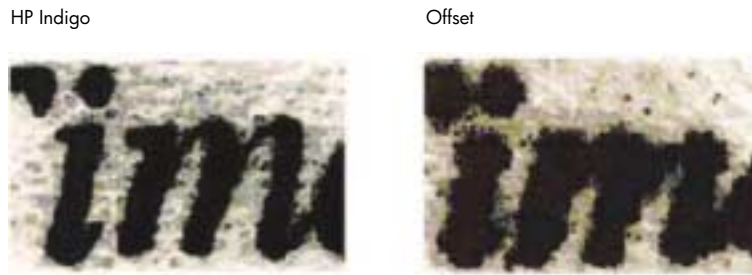


Fig. 1 HP ElectroInk vs. Xerography (powder toner)

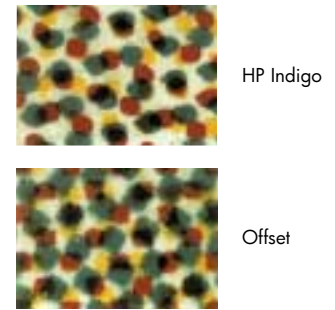


Fig. 2: HP ElectroInk vs. Offset

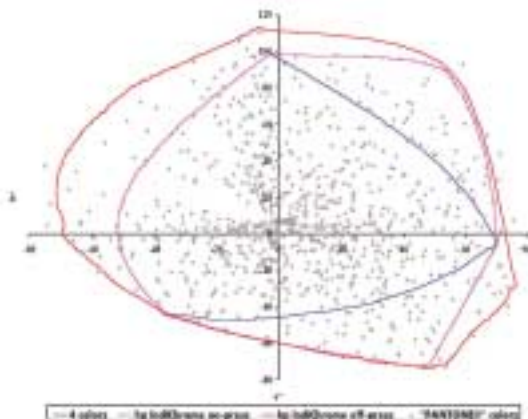
## Offset look and feel – for maximum quality

**HP ElectroInk.** High quality, digital offset color is a hallmark of HP Indigo presses – using HP ElectroInk to deliver depth of color, image sharpness, color stability, and repeatability.

**HP IndiChrome on-press.** A PANTONE® certified, 6-color printing process, HP IndiChrome on-press uses orange and violet inks in addition to the standard CMYK, achieving an expanded color gamut.

**HP IndiChrome off-press.** Enabling printers to load special spot colors. HP IndiChrome off-press colors are manufactured and supplied by HP Indigo's Special Ink Mixing Services, or can be prepared on-site with the HP IndiChrome Ink Mixing System.

### Color range capabilities



## World-renowned support and service

**HP financing programs.** Financing your collateral-on-demand solution through HP Financial Services gives you access to competitive rates and flexible terms.

**Full setup and maintenance services.** Includes site preparation, workflow setup, on-site field service, fast parts delivery, and hotline help desks.

**World class training.** Ranges from basic to advanced levels, as well as prepress training.

**Instant support/remote diagnostics.** The HP Service Support Center is automatically alerted when a problem requires remote troubleshooting. Available for HP Indigo presses 1050, 3050 and 5000.

**My HP Indigo.** A secure online portal providing HP Indigo owners access to vital tools, training and development materials.

## HP – a global brand and a trusted partner

HP innovation provides the momentum to help you transform your business, acquire new customers and sustain existing relationships. Through higher value services, such as collateral-on-demand, as well as personalized direct mail, manuals and photo-related services, you can take a leading and profitable role in the growing digital printing era.



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