

Media alert



New DigiPrime® 4431 Coating Offers Benefits to HP Indigo Industrial Press Users

BOEBLINGEN, Germany, July 14, 2006 – HP today announced the extension of the substrate range for its HP Indigo industrial digital presses through the availability of a new primer solution.

While HP Indigo presses can print on a wide range of paper, plastic, self-adhesive and filmic materials, those that are not optimised for digital printing during manufacture require coating prior to printing to ensure optimal ink adhesion. DigiPrime® 4431 can bring materials into a substrate portfolio which were not previously suited for digital printing.

DigiPrime® 4431 primer, from HP coating partner, Michelman, Inc., has a much longer shelf-life and a lower applied cost per square metre than earlier Topaz 10 coating. Michelman is a global manufacturer of coatings for the paper and film industries and an established supplier of primer solutions for HP Indigo digital printing applications. It is also water-based, has low VOC (Volatile Organic Compound) content and is imperviousness to humidity.

“With the new DigiPrime® coating, our industrial customers now have a wider variety choice of media,” said Alon Bar-Shany, vice president and general manager, Indigo Division, HP. “The release of DigiPrime® 4431 coincides with the launch of the new DigiCoater machine by our partner, A. B. Graphic International which is designed for use with water-based coatings for HP’s industrial presses.”

The application of coating to substrates is typically carried out by substrate suppliers, or at the new authorised HP substrate treatment centres, though a number of larger, specialist printers perform substrate pre-treatment in-house.

An early adopter of DigiPrime® 4431 is leading label printer, Eshuis BV, of Dalfsen, The Netherlands, which runs three HP Indigo presses.

“When we started digital printing in 2003, we simultaneously started coating our materials in-house,” said Hans Poortinga, project manager digital printing, of Eshuis. “We understand the importance of primer coating and precision in order to achieve high quality print results. With Michelman DigiPrime® we achieve excellent results on both paper and synthetics.

“DigiPrime® adheres extremely well on all materials and it is highly compatible with HP ElectroInk. Besides its performance, DigiPrime® is a water-based dispersion that complies with our environmental regulations,” Hans Poortinga said.

Confidence through partnership

“Michelman’s growing relationship with HP Indigo over the last three years has enabled us to achieve new levels of cooperation and product performance. The important qualification and broad success of DigiPrime® 4431 should give every converter and HP Indigo press user confidence in supplying suitable substrates to the marketplace,” said Rick Michelman, VP of New Business Development.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company’s offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended April 30, 2006, HP revenue totaled \$88.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.



Editorial contacts:

Martina Mueller
F & H Porter Novelli for HP
+49 (0)89 12175-201
martina.mueller@porternovelli.de

Hewlett-Packard Company
Schickardstr. 32
71034 Boeblingen
www.hp.com

© 2006 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.

6/2006

