



The revolution of consumer communication and industrial production with HP Technologies

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HP Inc.

Creating technology that makes life better for everyone, everywhere.
Our mission is to engineer experiences that amaze.



Established in 1939; reinvented in 2015



Reinventing printing

We are the world's print and imaging leader



 **Core**
Best value



 **Growth**
Most innovative



 **Future**
Disruptive innovation





Social



Mobility



Cloud



Big Data





Growth: Graphics digital printing

Digitally printed applications growing 3x faster than conventional

HP Indigo WS6600 Digital Press



Publishing



Packaging



Decoration



Sign & display



Direct mail & info prints



Marketing collateral



Photography



Design



DIGITAL IS GROWING
FASTER THAN
THE MARKET

HP IS GROWING
FASTER THAN
THE DIGITAL MARKET

Commercial printing



Labels & packaging



Large Format Printing



HP GRAPHICS REINVENTING PRINTING

Our mission – To reinvent print, delivering transformational customer experiences in a connected world



Who are our customers

Print service providers

- Optimize print costs
- Disrupt total operational costs
- Add revenue / value opportunities



Brand owners

- Supply chain management
- Fast time to market
- Delight consumers



Aqua d'Or create 3.2m unique 'Flow Your Way' label designs to reflect the 300 year journey of their natural water.



Industry: Beverage
Application: Labels
Solution: HP Indigo 20000
PSP: Folienprint Rako (All4Labels Group)
Application: Wall Covering & Flooring
Solution: HP Latex 570 + HP Latex 1500
PSP: Damgaard-Jensen
Application: Posters
Solution: HP Latex 560
Reseller: Antalis
Application: Corrugated Displays
Solution: HP PageWide Industrial / HP FB15500
PSP: MPI
Date: August 2018

Danone Aqua D'Or wanted to strengthen its position as an urban, creative & premium brand by expressing its natural mineral water's 300-year-long journey through pure & natural designs. To attract millennials, each bottle had to include a unique label design. Aqua d'Or worked with Danish Artist Emil Kozak who created 11 design worlds consisting of "top layers" with water cues; drops, waves, skies and flows which were added to geographically themed base layers. These seed design files were used by the HP Mosaic system to create unique design outputs which could be printed on an HP Indigo digital press and applied as labels to each bottle of Aqua d'Or. 3.2 million one-of-a-kind Aqua d'Or bottles were sold through traditional retail in the Danish and Swedish markets in September 2018. Instore POS displays printed on HP PageWide also featured Emil Kozak designs. The campaign was launched with an immersive, 360 degrees, event with the entire venue in decorated in HP Latex using Emil Kozak's 'Flow Your Way' designs. **The Aqua d'Or brand is owned by Danone**

Market-Trends

Quality, individualisation and functionality are the key drivers for creating relevance in communication

- Colors
- Substrates
- Functional mechanism

NEW

ElectroInk Silver

Metallize the color gamut with digital capabilities in one printing process.

- **Reach** a wide range of metallic colors (including GOLD) by printing CMYK layers on top of the Silver layer.
- **Increase** business opportunities by adding value to your prints. Create stunning, premium prints
- **Gain digital flexibility**, Shift jobs from conventional you were not able to print digitally before.
- **Save on media costs**, Replace costly metallic substrates and save up to **40%** of substrate cost.
- Appearance similar to PANTONE 877



EDP AWARDS
WINNER
2018



Tyvek® DigiGo™ 75 gsm / 205 mic

For HP Indigo 10000 / 12000 one-shot

Tyvek® DigiGo™ 75 are B2 sheets of 75g/m² Tyvek® with a surface finish that enhances print quality. Thanks to this new finish on Tyvek® DigiGo™ 75, the print colours will be even stronger, more vivid and more durable than on traditional Tyvek® material. Immediate finishing without extra coating or lamination! Opens up endless new application possibilities like:



ISBC® RFID Paper 440 gms / 380 mic



For HP Indigo 7xx0 multi-shot

ISBC® RFID Paper, 440 gsm/380 mic in size 325x480 cms, white matt C2S paper sheets ready to print, 100% good units
Available with 24 & 72 chips per sheet

Markets for RFID paper products:

Transport tickets, access cards, parking tickets, ski passes, apparel tags, loyalty programs, corporate NFC business cards, event ticketing



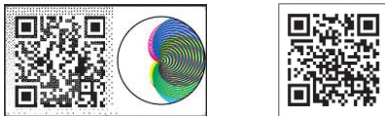
Protection of packages and links to digital with HP Link Technology



LinkReader



Apply unique serialized marks to every printed object



Every physical object has unique digital identity



Connect all marks & metadata to digital experiences



Users receive individualized digital experiences based on their behaviors and needs



Capture behavior data, analytics & insights



Collect digital-like analytics from physical objects





Changing the way the world designs and manufactures

2D to 3D

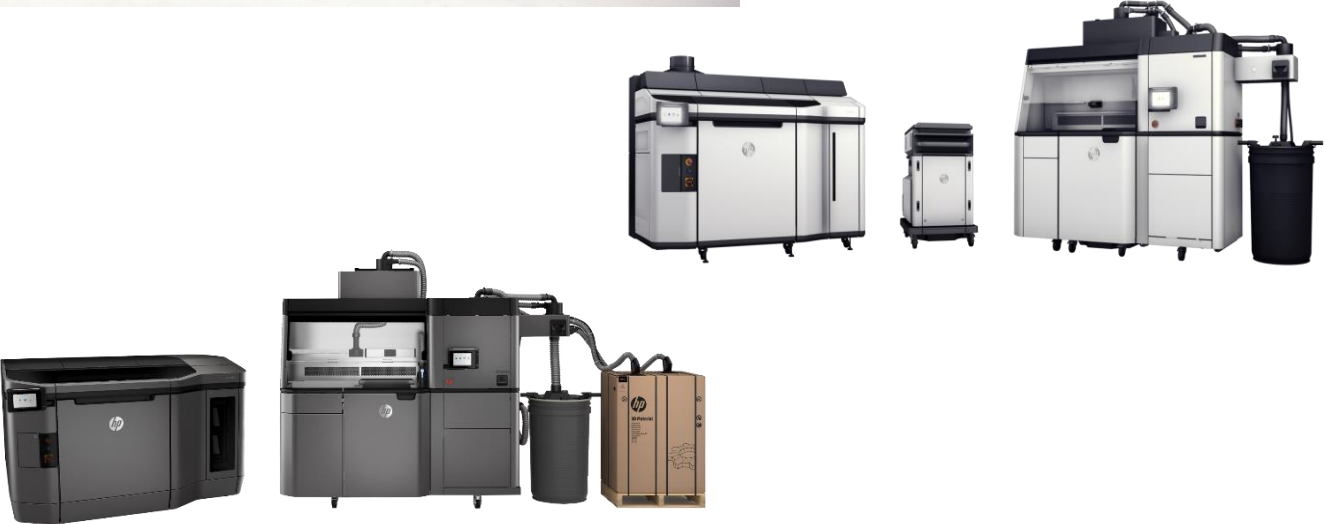
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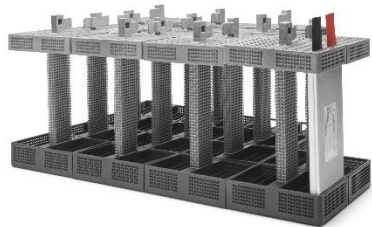


Applications growth

TRANSPORTATION



Data courtesy of Heli Racing, printed by Zigg Zagg NV

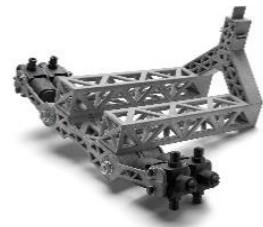


Data courtesy of Motospirit UPC



Data courtesy of CAF

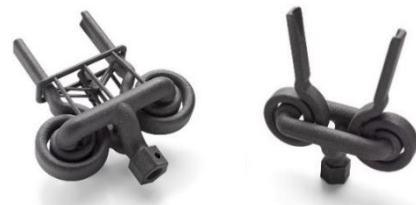
INDUSTRIAL



Data courtesy of Ficep S3



Data courtesy of Sag Tubi



Data courtesy of IAM 3D Hub

MEDICAL



Data courtesy of nivellispo



Data courtesy of iOrthotics



Data courtesy of Hulotech, Invent Medical, Crispin

CONSUMER



Data courtesy of Ballast



Data courtesy of Kupol and Horizons Optical



Data courtesy of New Rock and Wiivv



keep reinventing