



Your Thermal Inkjet REVOLUTION starts today



Transform your business with HP Specialty Printing Systems



Table of Contents

Leverage a legacy of field proven HP innovation 4-6

HP Specialty Printing Systems	4-5
Go for growth with an industry leader	6
Get to know the technology shaping the digital print market	6



Package coding and marking made simple 8- 23

Where we shine	9
Market trends driving change in Coding & Marking	10-19
Safety and brand protection	11-15
Fueling efficiency	16-17
Shorter time to market	18-19
Meet the Family Inside HP's Coding and Marking Products	20-22
HP TIJ Solvent portfolio	21
HP TIJ Aqueous portfolio	22
Competitive advantages	23



On-demand, in-house desktop printing 24-45

Where we shine	26
Market trends driving change in Desktop Printing	27-41
Customization	28-33
Shorter time to market	34-35
Safety and brand protection	36-37
Fueling efficiency	38-39
Micro-markets	40-41
Meet the Family Inside HP's Desktop Printing	42-44
HP OEM scanning imager 1300	44
HP OEM Thermal Inkjet 2.X Technology	44
Competitive advantages	45



Captivate with specialty packaging 46-55

Where we shine	47
Market trends driving change in Specialty Packaging	48-55
Customization	50-51
Fueling Efficiency	52-53
Shorter time to market.....	54-55
Meet the Family Inside HP's Desktop Printing Products	56
HP OEM Scanning Imager 1000	56
Competitive advantages	57

Stay inspired 58-63



Leverage a legacy of field-proven HP innovation



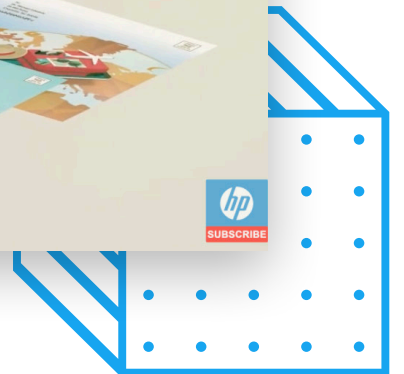
In business the best partners are the ones that have your back. 24/7. 365. Pushing you to dig deeper. Daring you to dream bigger. While HP is that partner, the cutting-edge innovation we bring to the table is only the beginning. Backed by a global ecosystem of vetted providers, HP is the ultimate business growth enabler. Empowering you with field-proven solutions capable of turning ordinary prints into extraordinary ones. So buckle up as we explore the dynamic printing technology driving OEM Inkjet solutions.

HP Specialty Printing Systems

Customizable, dependable, and highly economical, HP Specialty Printing Systems (SPS) harness HP's Thermal Inkjet (TIJ) technology to help fulfill a variety of print needs. Best of all, because every specialty printer is made using some of HP TIJ cartridges, enablers, and components, OEMs manufacture with confidence and end users print with certainty knowing their devices are driven by the proven power of HP technology.



One technology. Endless possibilities.



Propel your business

Go for growth with an industry leader

Since introducing its first inkjet printer in 1976, HP has worked to solidify itself as a comprehensive inkjet solutions provider. The goal was to produce technology that coexists with current operations, enhances workflows and puts providers in a position to drive unprecedented business growth. Not only did HP meet its target, but implementing HP innovation ensures providers exceed their print goals year after year with solutions that ingrain flexibility, versatility and profitability into every operation.

If you believe print has the power to increase customer satisfaction while helping you gain an edge over your competitors, HP offers endless possibilities to do just that. With over 27,000 patents and over four decades invested in printing technology, you can rest assured that quality and experience is engineered into every uniquely designed HP SPS product component and ink.

From trend to transaction

Get to know the technology shaping the print market

HP Thermal Inkjet technology enables a vast range of print-on-demand applications from desktop labels and tabletop specialty packaging to coding and marking.

See how HP TIJ technology helps you cash in on the most lucrative trends of today and tomorrow.

HP SPS can serve nearly every vertical, and for this ebook, we are focused on three growing market segments:

Leverage built-in traceability features to identify and locate products across the supply chain instantly with **coding and marking applications**

[LEARN MORE →](#)



Do more than ever, faster than ever with **on-demand desktop label applications**

[LEARN MORE →](#)



Make your first impression, your best impression with **specialty packaging applications**

[LEARN MORE →](#)



Package *coding* & *marking*

made simple

Customers across the globe use HP Thermal Inkjet technology because it's clean, easy, reliable and always on. But that's just the start. Because it's compatible with Aqueous and Solvent inks, you can use HP TIJ technology to take on a broader range of packaging applications, even the most challenging ones.

Where we shine

While we've listed a few of the key segments we service below, HP coding and marking applications add value to a vast array of industries.

Coding and marking on primary and secondary packaging



Food Packaging



Pharmaceutical Packaging



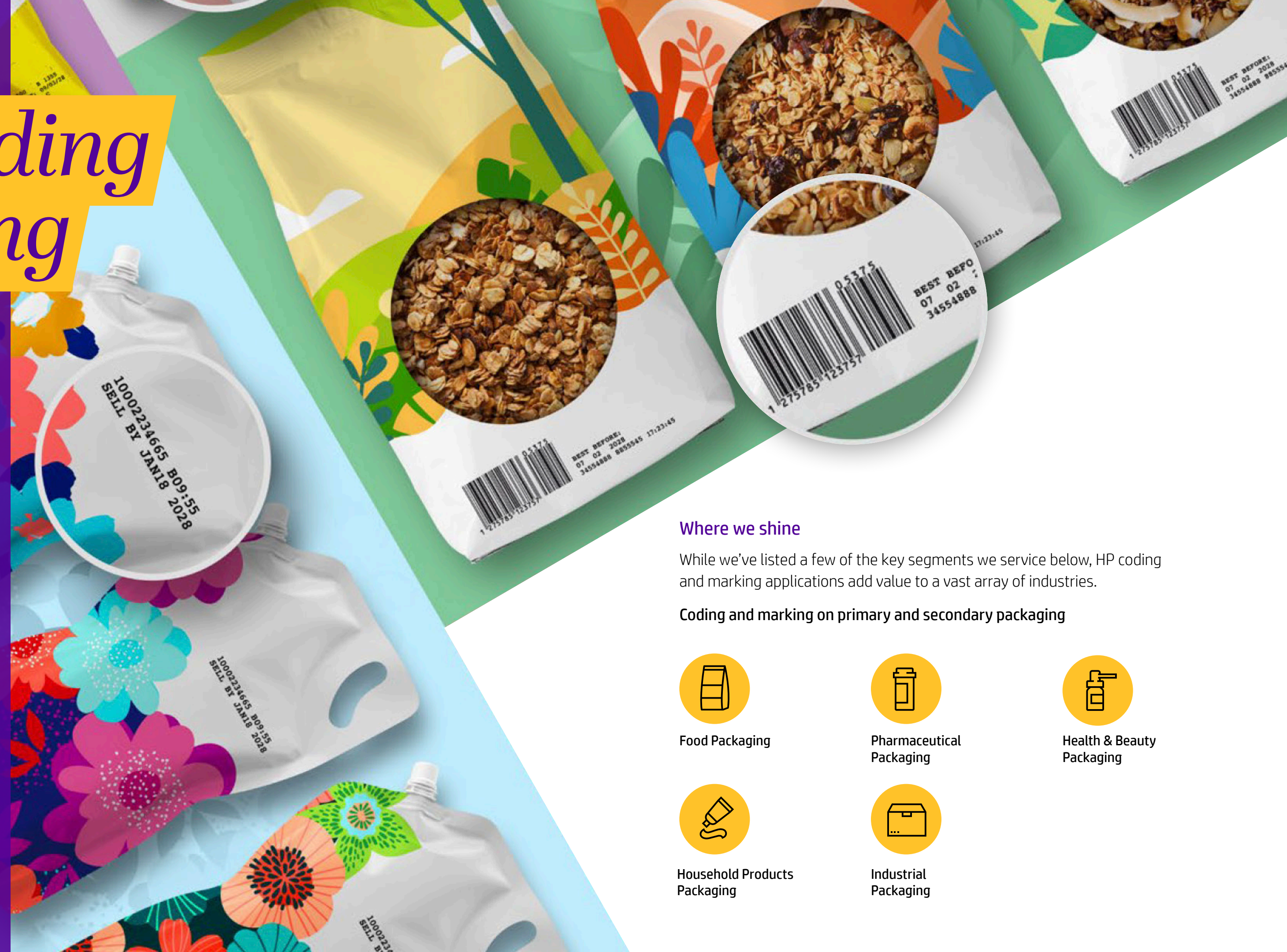
Health & Beauty Packaging



Household Products Packaging



Industrial Packaging



Market trends driving change in Coding & Marking



SAFETY AND BRAND PROTECTION STATS AT-A-GLANCE

\$140 M
INVESTMENT IN ANTI-COUNTERFEITING AND TRACK & TRACE SOLUTIONS FOR COSMETIC PRODUCTS

1 IN 3
PHARMACEUTICAL COMPANIES ARE NOT READY FOR THE SERIALIZATION REQUIRED UNDER THE FDA DSCS ACT

\$26.4 M
LITERS OF COUNTERFEIT ALCOHOL SEIZED BY INTERPOL AND EUROPOL IN 2017

25%
ILLEGAL PRODUCTS IN THE PESTICIDES & SEEDS MARKET

\$2.741 B
INVESTMENT IN SECURITY PRINTING FOR TICKETING & LOTTERY

New trends, new solutions by HP

So accustomed to next day delivery and same day service, our on-demand economy has groomed today's consumers. While their likes and dislikes may fluctuate, their moves help create today's trends and forecast those of tomorrow. Easy to use and quick to contribute HP TIJ technology enables high-quality, cost-efficient workflows. From generating brand new revenue streams, to delivering old jobs better than ever, leverage HP OEM inkjet solutions to take your operation straight to the top.

TRENDS AT-A-GLANCE FOR CODING & MARKING

- SAFETY AND BRAND PROTECTION
- FUELING EFFICIENCY
- SHORTER TIME TO MARKET
- TRACK AND TRACE

Safety & brand protection

Protect and serve

Being secure is a lot more complicated than fending off luxury brand counterfeiters. Proactive security is rooted in technology that's multi-layered, multi-purpose and has peace of mind engineered into every design.

Tap into a trend that's here to stay with a technology that stays steps ahead...

As criminals get more sophisticated, security and brand protection becomes less luxury and more necessity. Leverage HP TIJ technology to accurately and durably code products on a wide range of packaging, ensuring seamless traceability from plant to customer.

Safety & brand protection

Food Packaging

Generate new business opportunities by offering a wide range of safety solutions to meet the food packaging industry's stringent brand protection needs. Keep consumers safe with non-harmful inks that support manufacturer's Quality Assurance and Food Safety/ISO certification initiatives. Give brands the confidence that comes with knowing no harmful inks will migrate through the primary packaging into consumer food products. HP SPS makes sourcing the right material easier and safer than ever.

Precise and easy to read marking and coding is essential for safely manufacturing and distributing food. If codes are illegible or inaccurate, brands run the risk of product rejection at warehouses, being pulled from shelves at stores and reputational damage that can be hard to repair.

Leverage GMP-compliant inks to support food safety

Produce durable, reliable, high-resolution 1D and 2D barcodes



Maintain visibility. Reduce risks.

HP TIJ empowers end users with solutions that side-step mishaps and shut them down quickly, should they start. In fact, HP SPS track and trace technology is used to support recall efforts throughout the food and beverage industry. Enabling users to gain greater control of highly regulated goods and to maintain product visibility from supplier to customer.



Ensure complete compliance and safe, traceable, shelf-ready packaging with durable GMP-compliant inks.

Crisp, clear, lasting variable codes are a powerful brand protection tool empowered by HP TIJ technology. They house essential supply chain and production information, ensuring every item is traceable, from ingredients to the final product and from the final product to wholesalers and retailers.

Discover the possibilities of GMP-compliant ink



Safety & brand protection

Pharmaceutical, Health & Beauty Packaging

To remain competitive, pharmaceutical and health & beauty companies must conform to evolving track and trace regulations. The good news is HP TIJ makes achieving compliance simple and affordable by:

- Helping manufacturers easily include serialization/variable data to their codes
- Empowering manufacturers with consistent, high print quality bar codes and text, supply chain management is improved, while the ability to counterfeit is drastically decreased
- Bolstering brand loyalty and appeal to today's socially conscious consumers with the ability to trace products via quality 2D codes throughout the entire supply chain
- Providing a direct channel to communicate with customers, 2D codes make transparency effortless and greatly diminish brand erosion



To stop counterfeiters in their tracks, countries across the globe have begun to institute regulations and legislation designed to stop illegal and/or stolen drugs and beauty products from entering the supply chain.

Governments and companies face these challenges:



Medication errors



Lack of inventory controls



Ineffective product recalls



Counterfeiting



Medication shortages

Empower every client. Surmount any hurdle.

GMP-compliant Solvent Inks print on BOPP and other films and foils with complete clarity and absolute precision. Ensuring the security and brand protection of every product through safe, durable coding with end-to-end traceability. And because GMP-compliant Solvent Inks are compatible with an array of substrates, remaining versatile is easy. Enabling even the most complex coding and marking needs to be met with speed and complete confidence.




Fueling efficiency


Right direction. Right partner.

In the last decade, we've watched the race to efficiency go from costly trend to outright requirement. Meet the demand to get to market fast and affordably with HP TIJ technology—innovative, intuitive solutions that address the market's genuine need for speed.

From the benefits of cleanliness to being user-friendly, aligning with HP puts you in a position to take efficiency head-on. Enabling you to go the right direction with the right partner. In fact, HP TIJ technology affords a competitive edge right from the start. Bypass messy, CIJ technology and leverage clean, field-proven HP TIJ solutions that save users money and time. Empower increased productivity with simplified clean-up processes that streamline production. HP TIJ technology even makes shifting between projects a breeze with cartridges that snap in and out with ease. This type of flexibility keeps maintenance costs low and helps users easily meet an array of diverse requests.

 Food Packaging

 Pharmaceutical, Health & Beauty Packaging

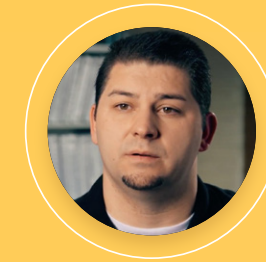
 Industrial & Household Product Packaging

Boost uptime and efficiency efforts with HP TIJ technology. Enabling production lines to stay up and running longer and to reduce product loss and costly rework. Implementing HP TIJ technology ensures money is saved and productivity reaches its peak.



Where there's efficiency, there's opportunity...

- Precise, durable coding empowers increased efficiency via accurate order fulfillment and better inventory planning
- HP TIJ technology improves productivity with fast dry time and long decap.⁶
- Single-use cartridges and bulk ink systems simplify operations
- High-quality, high-speed outputs reduce rework by producing prints that lack undesirable smearing and transfer



“With the HP Bulk Solvent Ink System, we’re saving money, have uninterrupted production and operators can concentrate on their core jobs.”

— Robert Levesque Jr.,
Manufacturing Supervisor, Hilco Vision

[READ THE FULL STORY](#)

The tailor-made system for printing success





**TIME TO MARKET
STATS AT-A-GLANCE**

Leverage HP TIJ technology to cost-effectively meet evolving consumer demands in record time, all at an unprecedented profit.

25.7%
FASTER PRODUCT LIFE CYCLES¹

13.8%
MORE VARIABLE DATA APPLICATIONS¹

10.5%
MORE EFFICIENT WAREHOUSING¹

1. Package Print: How Do We Sell the Digital Transformation? Multi-client Study, IDC, 2017

Shorter time to market

Deliver in days...not weeks

We live in a society where gratification is instant, and consumers expect brands to evolve just as fast. In today's digital world, product life cycles are shortened, rendering time to market critical.

Streamline production and get to market in record time with the high speeds and low operational cost of HP TIJ technology. React fast, stay flexible and increase revenue with technology designed to help you deliver what's in demand, on-demand.



Food Packaging



Pharmaceutical, Health & Beauty Packaging



Industrial & Household Product Packaging

Save time and money with the ingrained durability of HP Thermal Inkjet technology. Count on the reliable, day-to-day performance of HP TIJ to keep production lines running smoothly, without costly interruptions.²

- Improve turnaround time with clean, easy-to-use, self-contained cartridges and ink that enable less intervention with long decap
- Provide high-productivity with fast-dry performance ideal for high-speed or roll-to-roll applications
- Reduce maintenance costs and gain efficiencies that drive higher uptime



When confronted with a global pandemic, manufacturers around the globe rose to the occasion in record time. In Asia, N95 mask manufacturing companies ramped up and were able to deliver fast, helping to stop the dangerous spread. HP TIJ technology was chosen due to its easy implementation. Additionally, using GMP-compliant ink on the masks enabled rigorous food and pharmaceutical packaging requirements to be easily met.



2. Coding & Marking Systems for Food and Condiment: <https://www.rnmark.com/coding-marking-for-food-condiments/>

Meet the Family

Inside HP's Coding and Marking Products

Whether for primary or secondary package coding, discover the Solvent and Aqueous inks, designed to take your print operation to the next level. The HP Thermal Inkjet technology portfolio empowers you to customize your ideal printing equipment with easy to use, high quality, high speed, reliable solutions.

See how HP's Solvent and Aqueous inks help expand your portfolio with high-volume, high-value print capabilities.

Better serve and increase your addressable market with HP TIJ Aqueous and Solvent inks

Slash maintenance costs and gain efficiencies that drive higher uptime on your package coding and marking production lines.



HP TIJ 2.5 Solvent

Confidently address demanding requirements, including food and pharmaceutical packaging with HP GMP-compliant ink⁶

- Meet new, rigorous regulations for food, pharmaceutical, and industrial packaging with GMP-compliant HP ink
- Protect your reputation and retain the trust of loyal consumers through HP Solvent Ink GMP compliance

Take advantage of a versatile ink ideal for untreated films, that provides high-resolution print quality and outstanding durability on BOPP

- Achieve outstanding adhesion and durability on BOPP and other films used in food packaging
- Handle more applications with versatile performance and excellent adhesion on non-porous substrates
- Reliably produce 1D and 2D bar codes with a high readability rate by camera-based code verification systems

Produce remarkable durability and sharp, high-resolution bar codes on BOPP and a wide range of substrates, including films, with a fast-dry Solvent ink that meet the rigorous demands of food, pharmaceutical packaging and more with GMP compliance

[LEARN MORE ABOUT OUR 2.5 SOLVENT PORTFOLIO](#)

Drive new levels of efficiency and uptime on your production lines with a fast-dry ink and long decap time

- Use this ink on high-speed or roll-to-roll lines without worrying about ink smearing during the printing process
- Reduce interventions with long decap, ideal for intermittent printing
- Improve your uptime—quickly startup between shifts and print jobs with no need to clean or purge the print cartridge

Keep your production lines running smoothly with the reliable day-to-day performance of HP Thermal Inkjet technology

- Work with confidence that your production line will run smoothly with the reliable, day-to-day performance of genuine HP products
- Print with supply assurance—HP Specialty Printing Systems division has shipped more than 50 million Thermal Inkjet 2.5 units over the past ten years
- Leverage a world-class global distribution channel with an average on-time delivery performance exceeding 95%



Meet the Family

Inside HP's Coding and Marking Products

HP TIJ 2.5 Aqueous

Produce dark black, high-optical density ink for high-resolution text, bar codes and graphics

- Versatile inks are designed to maintain consistent, reliable performance during intermittent printing
- Dark black, high-optical density inks for use in highspeed applications
- Inks maintain optimum printhead performance for easy startup after periods of non-printing
- Long decap time enables a low-maintenance solution
- High-resolution, 600 dpi printing on uncoated substrates

Enable versatility, easily print on a range of media

- Deliver on a wide variety of porous and non-porous substrates
- Select dpi from 150, 300 to 600
- Out-of-the-box, no-hassle performance

[LEARN MORE ABOUT OUR 2.5 AQUEOUS PORTFOLIO](#)



HP TIJ 4.0 Aqueous

Unleash high-volume printing with high-speed coding

- Compact, yet prints extremely high-resolution images and variable data at high speeds up to 150 m/min (492 ft/min)
- Achieves the highest level of barcode scores, as well as the required readability on multiple devices
- Printhead and the ink cartridge can be replaced in minutes without specific operator training, allowing seamless continuation of production and reduced TCO
- Can be gravity fed or pressurized, as well as connected to multiple printheads simultaneously

Step into a wider world of coding and marking possibilities

- Leverage a wider-swath, high-speed HP printhead
- Print 1D and 2D bar codes, up to 22 mm (0.87 in) in size with one printhead
- Print large barcodes and large characters with multiple printheads in a staggered configuration

[LEARN MORE ABOUT OUR 4.0 AQUEOUS PORTFOLIO](#)

Competitive advantages

Leverage the power of Solvent and Aqueous inks

- The large 775 ml ink cartridge and printhead offer a strong alternative to competing technologies while retaining key benefits of HP Thermal Inkjet technology, such as ease of replacement, maintenance-free cartridges and low cost
- CIJ and TTO solutions may not offer GMP-compliant inks and typically involve higher maintenance, resulting in production-line downtime
- Assurance of global supply, leveraged from over 36 years of HP printing expertise
- HP can provide a single technology that can print on both primary and secondary packaging. Because technicians and operators don't have to learn how to operate different types of coding equipment for different packaging, efficiencies are increased, and overhead is slashed. And because there is no need to house spare parts for multiple machines, manufacturers save space and money.
- When compared to older CIJ and TTO technologies, HP Solvent and Aqueous inks produce less mess and waste and enable faster time-to-market

Useful Coding & Marking Links



[Visit our website](#) →

[Inquire to become a licensee](#) →

[Find an SPS partner](#) →

[Learn more in the HP TIJ 2.5 family data sheet](#) →

[Learn more in the HP TIJ 2.5 Industrial Ink portfolio data sheet](#) →

[View materials safety data sheets](#) →

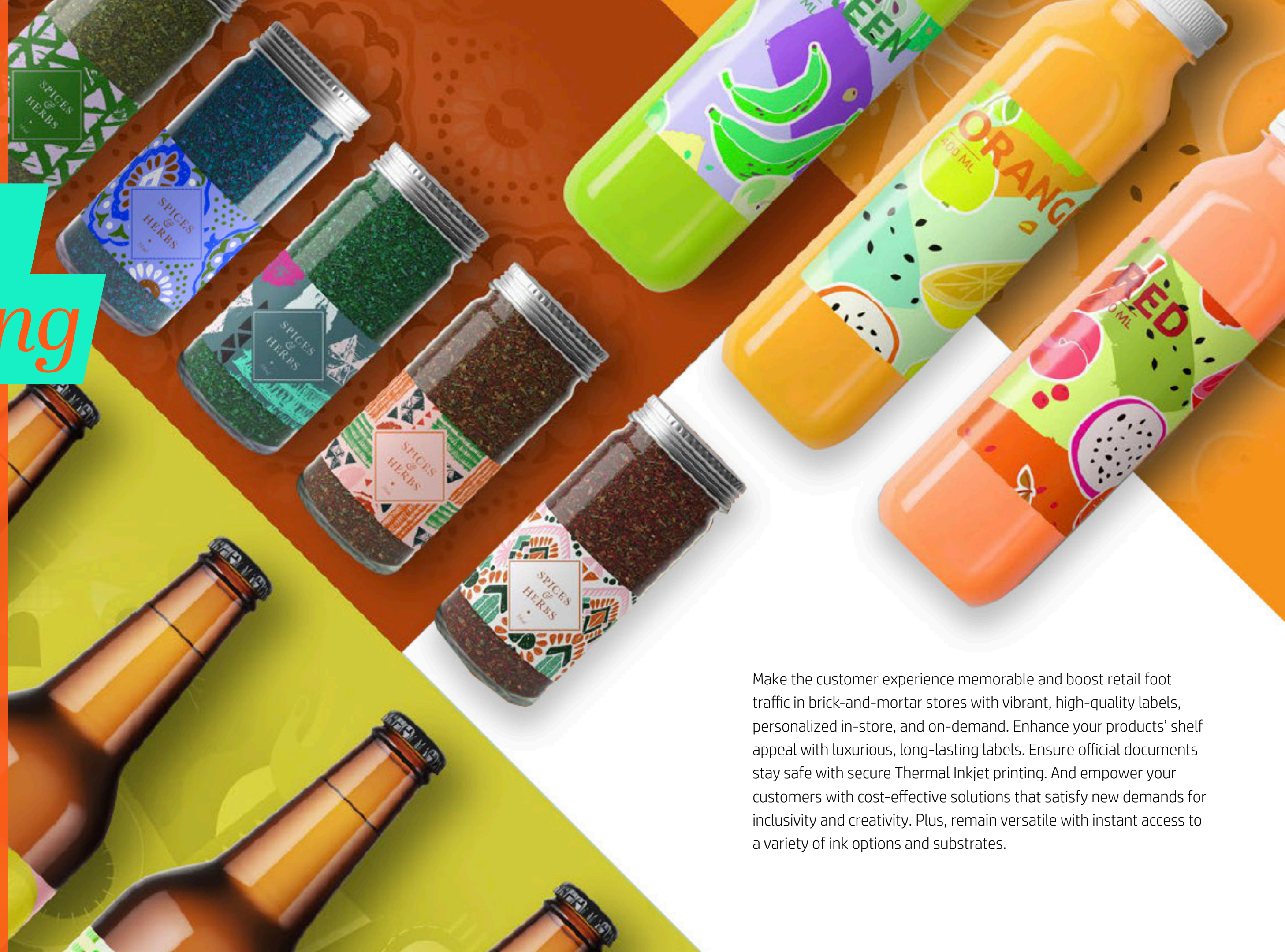
[Download the HP SPS solutions finder](#)



On-demand,
in-house

desktop printing

Stay ahead of market trends with HP desktop printing solutions that enable short-run production ideal for customized labels, versioning, special editions, security documentation and specialty applications.



Make the customer experience memorable and boost retail foot traffic in brick-and-mortar stores with vibrant, high-quality labels, personalized in-store, and on-demand. Enhance your products' shelf appeal with luxurious, long-lasting labels. Ensure official documents stay safe with secure Thermal Inkjet printing. And empower your customers with cost-effective solutions that satisfy new demands for inclusivity and creativity. Plus, remain versatile with instant access to a variety of ink options and substrates.

Where we shine

The following represent some relevant markets where desktop imagers or enablers are used to create specialized printers powered by HP TIJ.

Desktop Labels



Food & Beverage



Cosmetics, Pharmaceutical,
Medical & Research



In-plant GHS

Passports and
security documents



Government records

Specialty
applications



Ribbon printing



Market Trends

Driving Change in Desktop Printing

New trends, new solutions by HP

Consumers today want products and services that speak their language. And their desire to be seen has not gone unnoticed. This yearning for self-expression shapes trends, inspires innovation and has led many brands to double down on creating an elevated in-store experience.

Beyond its benefits to brick and mortar operations, the value that HP desktop labeling solutions bring to the table is substantial. From bold on-demand labels, to the creation of highly secure official documents, HP TIJ technology enables you to deliver on any request. To think outside the box. And to delve into Specialty Applications markets that don't just transform how you do business but help generate brand new types of business.



TRENDS AT-A-GLANCE FOR DESKTOP PRINTING

CUSTOMIZATION

SHORTER TIME TO MARKET

SECURITY AND BRAND
PROTECTION

FUELING EFFICIENCY

MICRO MARKETS



Customization

Turn hot trends into high-margin opportunities

From customization to personalization, the human need to be recognized individually is universal, and with access to HP desktop labeling solutions, it can also be very profitable.

Partnering with HP SPS puts cutting-edge Thermal Inkjet technology in the palm of your hands, empowering you to satisfy personalization needs across a variety of markets. And to tap into high-yield trends, while simultaneously defining them.



Boost shelf appeal with customized desktop labels

Print customized labels in short runs—and customize on-demand at the point of sale to enhance product appeal and the in-store experience. Even leverage hybrid printing processes to personalize mass-produced unfinished labels.

- Respond quickly to market trends and seasonal opportunities with short-run label printing that accommodates versioning and special editions
- Make the in-store experience memorable by transforming everyday commodities into high-demand premium products through customization
- Print one label or many—up to 5K labels per day
- Reduce inventory storage space and cost

Customization

Food and Beverage

Offering personalized food and beverage products labeling is a great way for brands to grow and enhance their business, which, in turn, bolsters more business for you. Take food and beverage label printing capabilities further with solutions that are affordable, compact, and incredibly easy to use.⁷ Whether your goal is to amplify in-store operations or to transform everyday products into extraordinary ones, the customization trend proves it pays to get personal.

- Optimize print quality and performance with a four-color ink system that enables vibrant, sharp, durable images and crisp, LaserJet high-quality text and full color
- Remain versatile—print labels up to 8.5-inch (215.9 mm) print width on an array of label types, including prime, sub-prime, and Globally Harmonized System (GHS)-certified
- Leverage convenient, compact design to station on desks, enabling easy, in-store, point of sale printing
- Go further faster—printer speeds enable high capacity, high-quality output



Customization. Personalization. Versioning. Special editions.

HP desktop labeling solutions enable end users to deliver on market trends while saving time and money. Additionally, with instant access to a variety of high-vibrancy inks and a broad range of substrates, customized products don't just stand out—they also give customers a lot to talk about.



“The quality is perfect, and the maintenance is really easy. If it weren't for this technology, our customers wouldn't have their labels printed as quickly and professionally.”

— Raphael Sibioni,
Co-owner, B.A.O. Candy Box

[READ THE FULL STORY](#)

Create unique packaging instantly



SUBSCRIBE

Customization

Cosmetics, Pharmaceutical, Medical and Research



HP desktop labeling solutions empower customers with creative, cost-effective solutions that add extraordinary value. From high color, high quality, GHS compliant cosmetic labels, to labels that ensure patient safety and prevent medical errors, HP TIJ technology enhances workflow efficiencies and enable end users to customize on-demand and in-house.

Respond quickly to market trends and seasonal opportunities

Easily accommodate short-run versioning, special editions and more

Unleash hundreds of tiny nozzles, firing up to 24 kHz, allowing high-quality printing at high speeds

Comply with evolving safety standards and FDA regulations

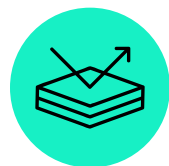


Inspiration

In the health industries, remaining compliant is a key component for business success. HP desktop labeling solutions ensure custom labels aren't just compliant but luxurious and long-lasting.



Leverage small drop sizes to create eye-catching color, deep saturation, crisp lines, low grain and no bleeds



Reduce errors and create clear and resistant labels with both pigment and dye ink



Allow end users to be OSHA compliant enabling GHS compliant labels



Ribbons that rise to the occasion

Bespoke ribbons, printed with personalized color messages and logos add a special finishing touch to packaging, food products, wedding and event gifts, while also reinforcing branding. With affordable, small-size printers on-hand, any business can turn ribbons into an extension of their brand.

Shorter time to market

Deliver in an instant

We live in a society so accustomed to point, click, and ship that when it comes to meeting consumer demands, time to market is key. HP Thermal Inkjet technology empowers efficient, high-speed printing, enabling end users to react fast, while remaining flexible and profitable.

Product life cycles are getting smaller¹

In-house manufactured labels save end users time and money by eliminating the need for outsourcing. It's this type of agility that brings the value chain closer to brand owners and eager consumers.

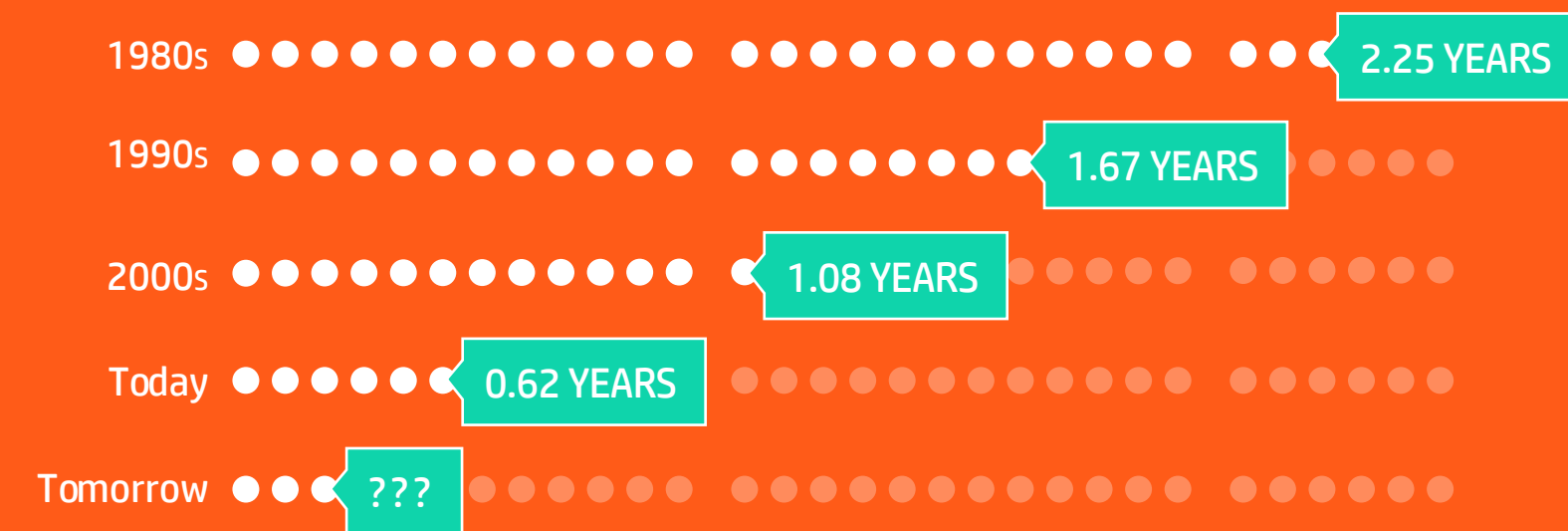


Chart refers to average brick and mortar shelf-life in grocery stores, convenience stores, etc.

- Food & Beverage
- Cosmetics, Pharmaceutical, Medical and Research
- Passports and Security Documents
- Specialty Printing: Fingernails and Braille

¹. Package Print: How Do We Sell the Digital Transformation? Multi-client Study, IDC, 2017

Print on-demand with an array of label types, including prime, sub-prime, and Globally Harmonized System (GHS)-certified labels.

- Save time with swappable, snap-in/snap-out cartridges that are easy to remove and replace.
- Print continuously for up to eight hours a day with large-fill supplies.
- Print labels quickly with speeds up to 5.3 ips (13.5 cm/sec).
- Enjoy fast-drying inks.



“ClariSafe can print all my labels on-demand, anytime we need them. ClariSafe makes it easier for us to get everything from one printer.”

— Wayne Campbell,
Pharmacy Director, Beverly Hospital

Quick and colorful healthcare labels





Safety & brand protection

Put safety first

As criminals get more sophisticated, so does HP innovation. Constantly evolving, adapting and empowering end users to head potentially dangerous culprits off at the path, HP desktop printing solutions are renowned for putting safety first. So be a hero. Set customers up for success with technology that saves the day by taking proactive steps in the right direction. Help consumers and corporations sidestep everything from identity theft to financial losses with HP desktop labeling solutions.

Passports and security documents

To combat counterfeiting efforts, HP's innovative Inkjet technology uses a printhead to generate images, instead of traditional thermal transfer printing, which relies on ribbons to transfer ink during the imaging process onto passports and security documents. By eliminating the easy-to-duplicate ribbon, HP desktop labeling solutions help stop counterfeiters in their tracks, all while providing invaluable peace-of-mind.

Keep it consistent

Passports are the best proof of ID we have. And because they protect our identities and national security, there's a huge black market for fraudulent ones. To counteract counterfeiters, U.S. passports are printed using dozens of different security materials, most of which aren't even visible to the naked eye. Leverage HP Thermal Inkjet technology to produce devices that help protect and serve communities, all while bolstering your bottom line.³



³ <https://gizmodo.com/your-passports-complex-security-tech-explained-by-forg-1683950188>



SECURITY THAT GOES THE EXTRA MILE

SECURE ACCESS WITH CODED, SMART CARDED INK CARTRIDGES THAT ONLY FUNCTION IF RECOGNIZED BY SPECIFIED PRINTER

REMAIN STEALTH WITH INVISIBLE INKS, VISIBLE ONLY UNDER SPECIAL UV LIGHTING

COLLABORATE WITH VETTED, 3RD PARTY LICENSED SECURE INK FILLERS TO FILL HP SUPPLIED EMPTY CARTRIDGES

ENABLE SECURE, VARIABLE DATA IMPRINTING FOR PERSONALIZED DATA

MAKE DUPLICATION ATTEMPTS MORE DIFFICULT

RELY ON A HIGHER VARIETY OF SECURITY POINTS / ELEMENTS

ELIMINATE THE RESIDUALS ASSOCIATED WITH THERMAL TRANSFER

ENSURE HIGH-QUALITY AND CONSISTENCY REQUIRED BY FEDERAL AGENCIES AND EMBASSIES

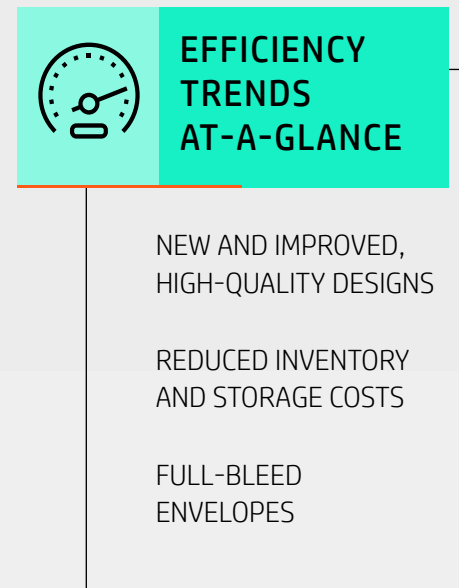
Fueling efficiency

Empower confidence.

By taking steps to fuel efficiency, businesses inherently save money on supplies—and that's only the beginning of where optimized productivity starts to pay off. In fact, the ability to effectively print and customize labels on-demand jumpstarts a chain reaction of business enhancers, all enabled by HP TIJ technology. From reduced storage costs to increased productivity, HP desktop and label solutions are field-proven to perform.

Rugged, reliable and ever-evolving HP TIJ technology enables growth and gains through heightened efficiency and flexibility. Help users get the job done quicker—print in matte, glossy, and third-party ink with one printer that does the work of three. Go faster with swappable, snap-in and out cartridges, fast-drying inks and labels that print up to 5.3 ips (13.5 cm/sec). And empower endurance with nonstop print, for up to eight hours a day!

In addition to being fast, compact, and easy to use, HP desktop and label solutions allow end-users to print in-house affordably. And to do it all on any pigment, dye, or third-party ink they choose. Plus, because HP certified inks comply with Globally Harmonized System (GHS) standards, sustainability goals are always within reach.



Give productivity a boost

Provide verified, low-cost and versatile solutions, with multiple ink options. Print on a variety of substrates and enable high print quality with greater efficiency through field-proven HP SPS technology.

Desktop Labels

- Give printing power to end users; small and medium-sized businesses, including brands and mom and pop shops
- Eliminate media waste/scrap and storage fees associated with unused labels
- Print short or long print runs, from 1 label to up to as many as 5000 labels per day

Bringing professional label printing in-house allows brands the flexibility they need to grow. Instead of ordering minimum label quantities that can result in wasted or outdated labels, brands can print the labels they need, when they need them. It also opens the door to new business opportunities in the form of seasonal product labeling and private labeling products for customers.



Micro Markets



Major gains for specialization

Thanks to digitalization and globalization, the world is more connected than it's ever been. Micro-producers have access to detailed analytics, enabling providers to know the greatest needs and desires of consumers. These customers can be structured in clusters with very similar needs, and HP Thermal Inkjet technology enables end users to quickly deliver on every one of them. This newfound ability to connect with customers translates to brand new ways to generate revenue.

Differentiation and specialization have proven to be crucial to standing out in markets steeped with competition.

HP SPS helps you:



Leverage specialized applications



Easily meet evolving regulatory requirements



Cater to specific geographic regions and various demographics

Small markets. Big opportunities.

HP desktop printing solutions give providers the flexibility required to meet the specialized labeling needs of the truly unique and completely traditional. In fact, once implemented into well-established markets like finance and healthcare, delivering highly-regulated applications in short runs becomes easier than ever, and more profitable.

Shift between projects quickly. Customize with absolute care. HP TIJ technology simplifies versioning, no matter how complicated the request. Enabling users to confidently, quickly and securely produce key applications including hospital printing, log labeling, pharmaceutical printing, bank marketing and more.

From financial health to the healthcare system, HP SPS empower end users and OEMS to tap into high-yielding micro markets. Leverage the groundbreaking technology to realize major gains in highly specialized fields.





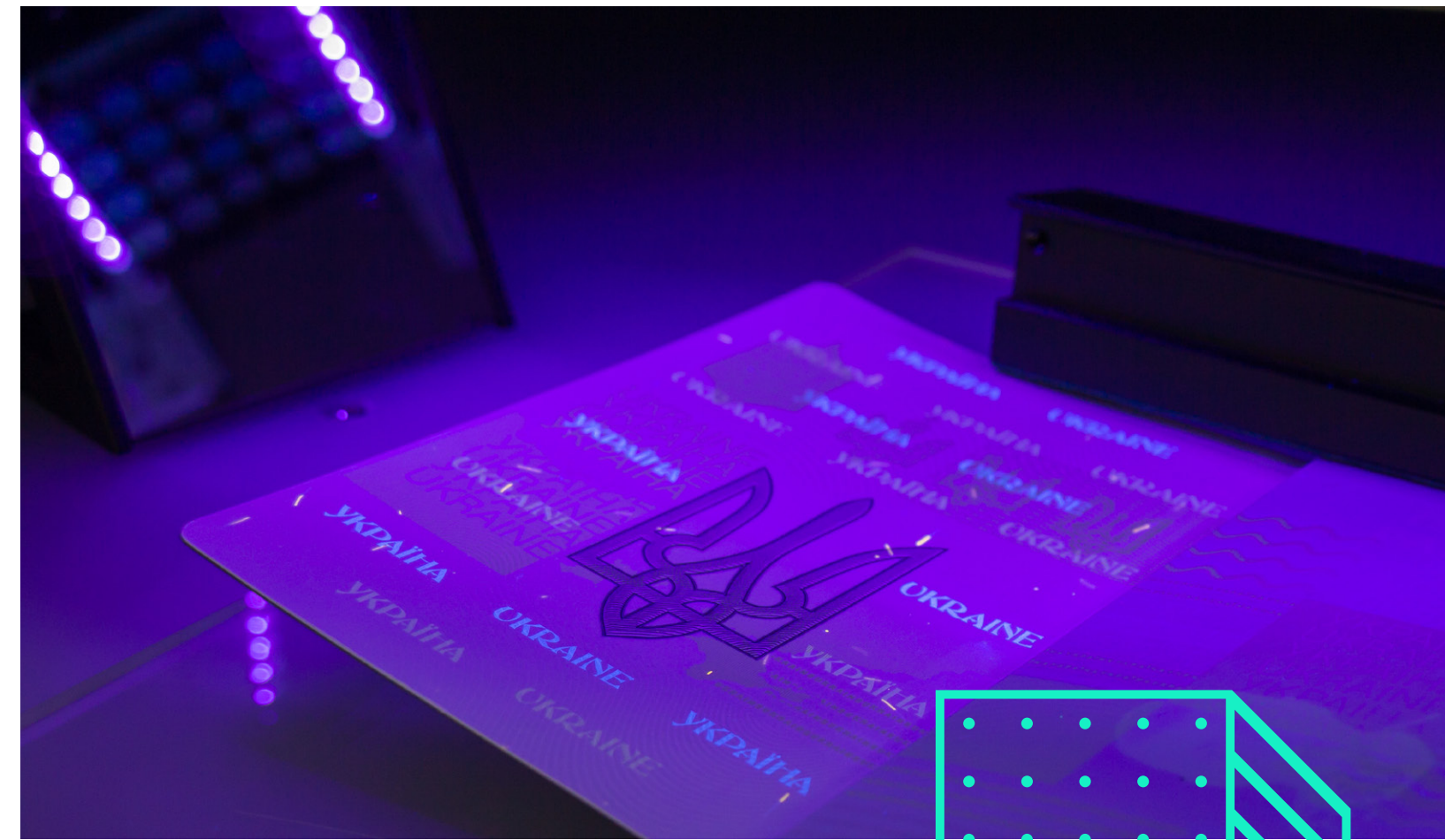
Meet the Family

Inside HP's Desktop Printing Products

Elevate desktop printing and your profit margin

HP TIJ technology is easy to integrate and makes delivering on an array of print-on-demand applications simple and profitable. Even powering through larger run label print jobs and those requiring multiple ink types is effortless.

Affordable, rugged and efficient, HP desktop printing solutions enable you to meet any request at peak performance and profitability.

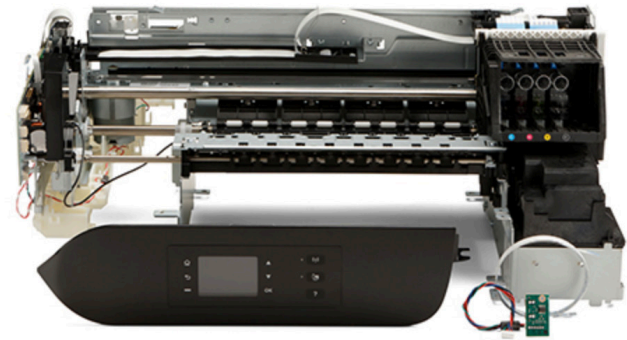


Make security a priority

- Leverage undetectable inks—print with invisible, unduplicatable inks from licensed ink refillers that contain taggant particles and can only be seen with a special UV light
- Create a higher variety of security points—empty cartridges filled with different security inks by vetted, 3rd party licensed ink fillers
- Keep up with regulatory requirements—easily create consistent, high-quality prints
- Produce with confidence—align with a vetted industry leader, deserving of your trust

Meet the Family

Inside HP's Desktop Printing Products



Produce short-run, photo-quality printing with small desktop footprints

- 8.5" (215.9 mm) print width
- Small drop size provides photo-quality printing over a wide range of media
- Complete print mechanism ready for OEM customization
- Compact size saves space and is optimal for small footprint environments
- 65K ISO pages or approximately 60K 3"x4" full color labels

Learn more in the [HP OEM Scanning Imager 1300 data sheet](#) →



Discover cost-effective, compact, small-footprint printer products

- Compact, customizable, cost-efficient solutions without unnecessary overhead
- Small and portable, HP TIJ 2.X printheads are ideal for use in multiple applications ranging from desktop to mobile printing
- Easy snap-in/snap-out print cartridge installation simplifies printing system operation
- HP dye provides vivid color for applications requiring high color vibrancy on a wide range of substrates
- High resolution 1200 x 600 dpi with 15 ips process color

Learn more in the [HP OEM Thermal Inkjet 2.X Technology data sheet](#) →

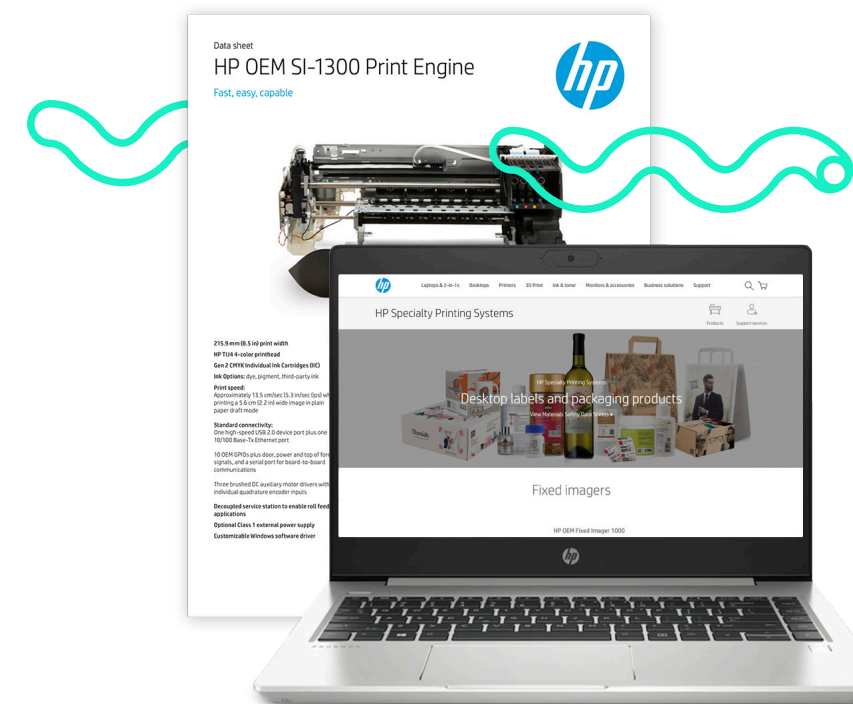
Competitive advantages

- Proven low-cost, versatile solutions with multiple ink options that print on a variety of substrates and enable high print quality
- Seamless, short-run, on-demand production that supports customization and personalization, with greater sustainability through less waste

The competition

- Very expensive hardware results in major impact on cost-per-copy
- Limited to only pigment inks print
- Short printhead life results in higher printhead costs which contribute to a higher total cost of ownership
- Lower IQ: less accuracy

Useful Desktop Printing Links



[Visit our website](#) →

[Inquire to become a licensee](#) →

[Find an SPS partner](#) →

[Learn more in the HP OEM Scanning Imager 1300 data sheet](#) →

[Learn more in the HP OEM Thermal Inkjet 2.X Technology data sheet](#) →

[View Materials Safety Data Sheets](#) →

[Download the HP SPS solutions finder](#)



Captivate with *specialty* *packaging*

Leverage HP Specialty Printing Systems to produce specialty packaging that pops on everything from retail bags, letters, customized boxes and more. With cutting-edge HP TIJ technology at your fingertips, your first impression will always be your best impression.

- Wide, full color, durable prints
- Efficient, cost-effective short runs
- Increased flexibility and speed to market



Where we shine



Specialty packages such as gift and shopping bags



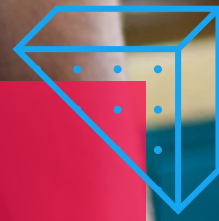
Small boxes for gifts, shipping and more



Envelopes such as #10, large manila, bubble and padded envelopes

Vertical Examples

- Car Dealerships
- Health Facilities
- Casinos
- Real Estate
- Colleges, Universities and Schools
- Religious Organizations/ Clergy
- Craft Shops
- Retail
- Florists
- Restaurants and Drinking Establishments
- Hotels, Cruise Lines and Tourism



Market Trends Driving Change in Specialty Packaging

New trends, new solutions by HP

More than just a container meant to house products, specialty packaging presents an opportunity to work with brands in a whole new way. Specialty packaging enables brands to engage consumers like never before, and unlike online ads, banners, popups and tv ads, packaging is the one medium consumers simply can't ignore.

In the race to adapt to fast-changing consumer trends, brands must be innovative in their offerings and quick to produce. HP TIJ technology enables the agility needed to craft high-quality packaging jobs with ease and limitless creativity.



TRENDS AT-A-GLANCE FOR SPECIALTY PACKAGING

- PERSONALIZATION
- FUELING EFFICIENCY
- SHORTER TIME TO MARKET

Customization

Packaging gets personal

As brands seek to refresh their products, the demand for specialty packaging has continued to ramp up. HP TIJ technology ensures these packages aren't just special, but highly profitable. Versioning. Customization. Personalization. Each of these presents a unique way to captivate consumers and to stimulate new high-value business.



PERSONALIZATION TRENDS AT-A-GLANCE

THE DESIRE TO OWN CUSTOMIZED ITEMS IS BIGGER THAN EVER

CONSUMERS ARE WILLING TO PAY MORE FOR HIGHER VALUED, CUSTOMIZED ITEMS

CONSUMERS BELIEVE CUSTOMIZED ITEMS ARE WORTH THE EXTRA TIME IT MAY TAKE TO PRODUCE

1 in 5

CONSUMERS WHO EXPRESSED INTEREST IN PERSONALIZED PRODUCTS ARE WILLING TO PAY A 20% PREMIUM⁴

42%

OF CONSUMERS WHO ARE INTERESTED IN CUSTOMIZED PRODUCTS, WOULD STILL PREFER BRANDS, AND TO CHOOSE FROM A SELECTION OF OPTIONS⁴

22%

OF CONSUMERS ARE HAPPY TO SHARE SOME DATA IN RETURN FOR A MORE PERSONALIZED CUSTOMER SERVICE OR PRODUCT⁴

4. The Deloitte Consumer Review: Made-to-Order: The Rise of Mass Personalization

Customization

The packaging industry is revolutionizing

Dramatic changes in consumer trends, including the declining effectiveness of traditional advertising and even online marketing, are driving brands to seek creative ways to reach consumers. For brands opting to spotlight packaging, HP TIJ technology is a must. Only with digital printing can providers offer the production flexibility, versatility and high quality that brands demand and customers expect.

Think bigger. Print wider. HP tabletop solutions.



Gift & Shopping Bags, Small Boxes, Envelopes

- Stand out with wide, full color, durable prints that exude shelf appeal
- Say yes to any request with efficient, cost-effective short-run performance
- Increase consumer engagement through stylized corrugated cardboard boxes
- Deliver high quality and outstanding durability across a range of applications and substrates with HP pigment ink
- Help end users boost their marketing power and create eye-catching appeal with durable, full color, short-run custom envelopes
- Expand your portfolio and your bottom line with wide, on-demand printing of customized envelopes



From tabletop-to-brand

Inside the world of specialty packaging market trends

[DOWNLOAD PDF](#) →

Fueling efficiency

Take efficiency to the max

Where there's efficiency, there's profitability. HP TIJ technology empowers end users with speedy, cost-effective, on-demand printing that reduces inventory expenses and unnecessary waste.³ Plus, with HP's efficient ink delivery system, users are guaranteed a low cost-per-print advantage.



Gift and Shopping Bags, Small Boxes, Envelopes

- Print the quantities you need—no more and no less
- Enable more designs and less prints per order
- Eliminate the need for costly, time-consuming overcoats with durable HP pigment ink
- Do away with outdated designs—eliminate media waste associated with unused inventory
- Respond quickly to market trends with short-run HP TIJ technology enabled printing solutions
- Produce full-bleed envelopes in landscape mode for higher throughput compared to existing 8.5-in solutions

Easy to use. Quick to contribute.

HP's advanced color Thermal Inkjet technology is a proven performer, ideal for specialty boxes, packages and more. Empower providers to increase efficiency with printheads and ink supplies that offer all the advantages of HP's latest Inkjet technology. From 1000s of tiny nozzles producing high-quality printing at best-in-class speeds, to precise ink drop placement delivering consistent quality on an array of substrates.

 **EFFICIENCY TRENDS AT-A-GLANCE**

- NEW AND IMPROVED, HIGH-QUALITY DESIGNS
- REDUCED INVENTORY AND STORAGE COSTS
- FULL-BLEED ENVELOPES

³. <https://gizmodo.com/your-passports-complex-security-tech-explained-by-forg-1683950188>



TIME TO MARKET STATS AT-A-GLANCE

Companies weigh in on the top 3 advantages that digital printing presents

25.7%

CONSUMER DEMAND HAS INCREASED PRODUCT LIFE CYCLES BY 25.7%¹

13.8%

PERSONALIZED AND VARIABLE PRINTING HAS GROWN 13.8%¹

10.5%

PRINTING SHORTER QUANTITIES PROVIDES 10.5% MORE EFFICIENT INVENTORY STORAGE¹

1. Package Print: How Do We Sell the Digital Transformation? Multi-client Study, IDC, 2017

Shorter time to market

When speed is what you need

Nowadays, even if your product is the best in its class, if you can't get it to market fast enough, then you're simply setting the competition up for success. HP TIJ technology makes it easy to speed up the process. From workflow efficiencies to cutting edge solutions that enable compressed time to market, HP TIJ technology empowers end users to thrive in an economy where models like next day delivery, and even cash and carry are commonplace.

While the marketplace is constantly evolving, it seems the one thing that never changes is the consumer's very real need for speed.

In fact, for the foreseeable future, it's safe to say that our "see now, buy now" economy is here to stay. Leverage field-proven HP TIJ technology to help end users meet expectations for quick turn around time — every time.

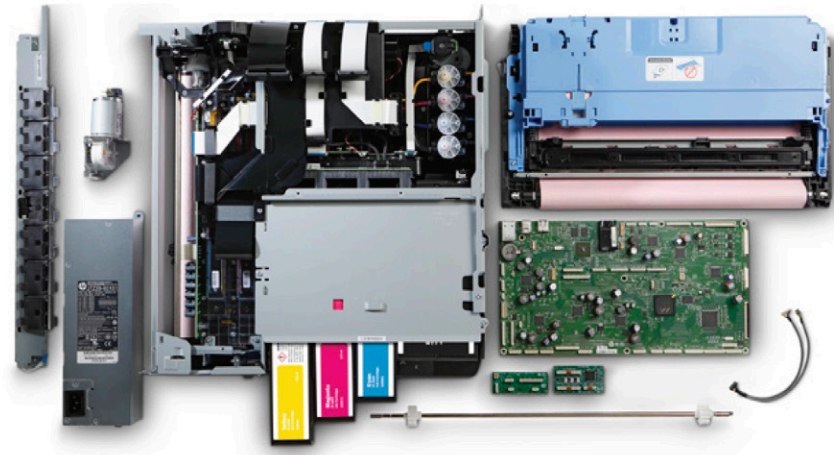


Gift and Shopping Bags, Small Boxes, Envelopes

- Print high quality at fast speeds
- Minimize downtime with quick and easy cartridge replacement
- Increase uptime, reduce costs and minimize intervention rates with the self-contained Bar-in-Box (BnB), which includes printhead, ink delivery system and service station for easy serviceability
- Take full creative control of content
- Experience robust tabletop/transport table printing with best-in-class speeds as fast as 18 images per second (ips) and, for example, 10K #10 envelopes per hour
- Print from 1K-250K envelopes/day

Meet the Family

Inside HP's Desktop Printing Products



Join the packaging revolution with technology that empowers you to think outside the box.

Reshape your packaging operation

Product packaging—it's the one medium that simply can not be ignored. Whether you manufacture OEM inkjet solutions or use them in your shop, digital printing gives you the flexibility to quickly deliver on lucrative specialty packaging trends. From personalization and customization to seasonal offerings, HP Thermal Inkjet technology strengthens your bottom line, by enabling you to help brands better engage consumers.



Stand out with wide, full color, durable prints

Print attractive, durable customized specialty envelopes—up to 11.7-in (297 mm) wide—and engage consumers on a more meaningful and personal level



Say “yes” to any request with efficient, cost-effective short-run performance

Easily incorporate short-run, full color jobs into production with this fast, efficient and cost-effective solution



Add ease and peace of mind to your printing process

Print with increased confidence, using reliable, easy-to-maintain solutions built on proven HP Thermal Inkjet technology

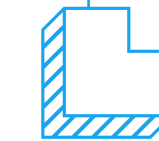
[Learn more in the HP OEM Scanning Imager 1000 data sheet](#) →

Competitive advantages

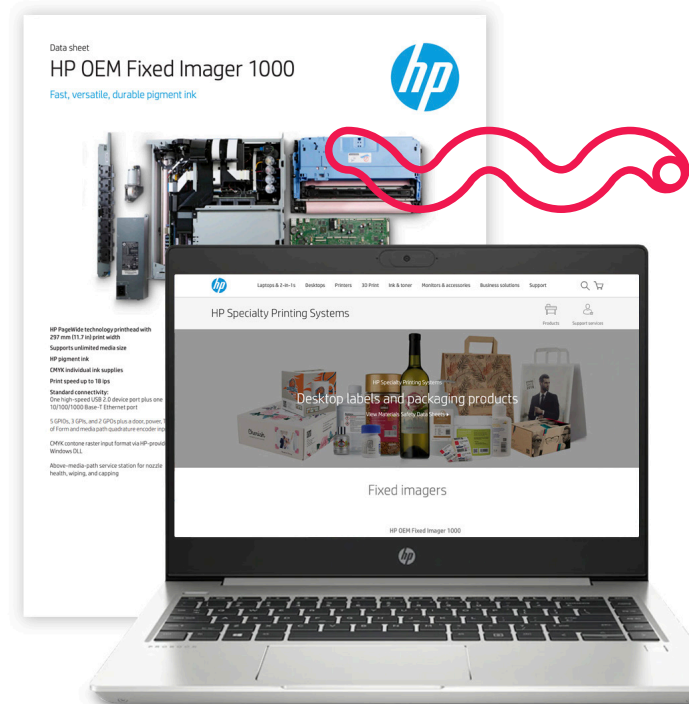
- Versatile, high-quality printing for personalized mail and specialty packaging on a wide range of porous substrates with durable HP pigment ink
- Flexible, cost-effective solution for short-run production on a wide range of paper-based substrates, helping end users easily respond to trends, seasonal requests, personalization, and customization

The competition

- Delivers high downtime, less durable prints, higher costs, inferior print quality and subpar ink saturation
- Is limited to 8.5 in print width
- Delivers a higher TCO and cost per print



Useful Specialty Packaging Links



[Visit our website](#) →

[Inquire to become a licensee](#) →

[Find an SPS partner](#) →

[Learn more in the HP OEM Scanning Imager 1000 data sheet](#) →

[View Materials Safety Data Sheets](#) →

[Download the HP SPS solutions finder](#)



Nail every request

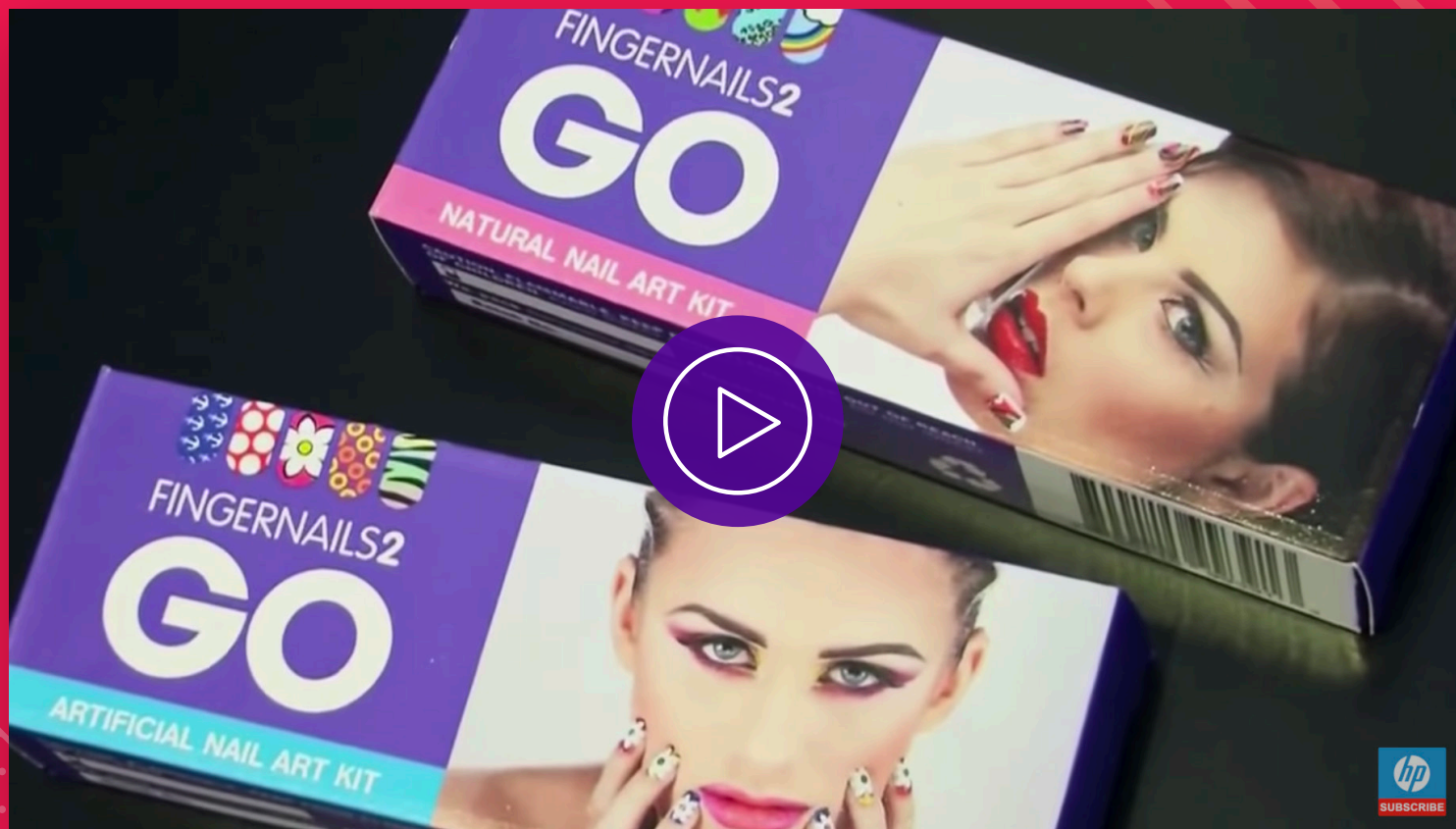
Specialty Applications markets such as nail salons and providers in the visually impaired industry have come to expect cutting-edge innovation from HP desktop labeling solutions—and for good reason. In search of much more than a simple coat of paint, today’s customers crave uniquely, customizable experiences. From intricate art-work to glow in the dark ink, SPS Thermal Inkjet technology enables salons to nail every request.



“The demand in the beauty and cosmetic industry for nail art has boomed and exceeded lipstick sales and every other type of cosmetics in the industry.”

— Butch Baird,
Fingernails 2GO

Create captivating nail art in seconds



Bring braille to life

Just like SPS Thermal Inkjet technology turns simple trips to the nail salon, into taggable, shareable, social media moments, the cutting-edge equipment also greatly impacts the lives of the visually impaired. As the demand for better and more legible braille increases, ensure providers can deliver on this niche, yet multi-billion-dollar vertical. High quality, extreme reliability and assurance that government braille height standards will always be met—that’s the power of SPS Thermal Inkjet technology.

Discover new ways to go further

As a solution-oriented leader in printing technology, imagine the endless opportunities that exist for you to not merely meet an array of demands, but to profit from every one of them. In fact, specialty printing is ripe with exciting new possibilities to diversify your portfolio with high-value applications. Leverage HP Specialty Printing Systems to differentiate your business from the rest, all while helping you profit exponentially.



**Unique solutions.
Unique applications.**

Decide which direction you want to take your business, and we'll help you navigate the path, no matter how unconventional. So dare to imagine. What does your print business look like with absolutely no limits? You might be surprised to find out that we're already working on a solution that meets your needs. Or perhaps you'll inspire us so much that we will invent a solution just for you.



Harness the true power of HP Thermal Inkjet technology to:

Code and mark with ease and accuracy



Produce desktop labels on-demand and in-house



Captivate with specialty packaging



Leverage HP Thermal Inkjet technology to master market trends and increase your ROI through advanced OEM solutions from HP Specialty Printing Systems.

Whether your lane is innovative applications or traditional solutions, HP SPS is a business growth enabler. See for yourself how HP Specialty Printing Systems helps you master trends and define them with technology that supports your one-of-a-kind vision in remarkable ways. So print without limits.

Contact us today to unleash your full print potential with HP Specialty Printing Systems →



© Copyright 2020 HP Development Company, L.P.
The information contained herein is subject to change without notice. HP Confidential.

4AA7-8688ENA