

Empowering brands to tap into a World of Growth with HP at Pack Print International 2019



Create brand equity and customer loyalty with HP Solutions

Bangkok - September 20, 2019 — HP Inc. today unveiled new digital printing solutions at Pack Print International 2019 that unlocks opportunities for brands to transform experiences while accelerating their business growth.

At HP's experiential solutions showcase, the power of digital printing was demonstrated through the performance and speed of its innovation with HP Indigo and HP Latex technologies. It featured local Thai HP customers' digital applications to celebrate their creativity and amazing designs in high-quality labels, packaging, folding cartons, commercial printing solutions, photo books, posters, cards, calendars, and speciality applications.

"Consumers in Thailand have become more sophisticated and are increasingly demanding unique, personalized, one-to-one interactions with brands. This has resulted in the print industry growing faster than ever as brands strive to maintain customer loyalty and mind share," said Pavin Vorapruck, Thailand Managing Director, HP Inc. "Our print innovation for the home, office and print service providers empowers brands of all sizes to innovate through personalization and customization, and stand out in new ways through memorable customer experiences."

"In Thailand, we have projects with leading department stores who are conscious of sustainability and printing in an environmentally friendly manner. We always use HP Latex for production because it addresses our needs and the client requirements. Our recent addition of the HP Latex R2000 strengthens our competitive capacity. It also let to us being awarded a Sign and Display project for new industry standard work throughout the year. Customers are very satisfied with the quality of work we deliver with HP innovation which allows us to empower brands with world-class customer

experiences,” said Satit Chaiyapattanaporn, Managing Director of Thumnaksilp Advertising Co.,Ltd

Inspired by creative applications by Cyberprint, Salee Printing, and Phongsilp. Thailand, the booth highlighted a range of customization opportunities, from a bespoke wall to window coverings for the interior décor segment with HP Latex. Visitors learnt about unlocking additional revenue streams with a range of applications from backlit printing materials including paper, film and polypropylene or textiles, and digital traffic signage production collaborating with 3M reflective sheets. Together with workflow solutions for print customization with the cloud-based HP PrintOS for business operation optimization and HP SmartStream Mosaic 3.0, HP’s variable data technology for design customization.

At the event, HP exhibited its HP Stitch S portfolio of digital printers which deliver cutting-edge technology to the textile industry, resulting in less waste, simplified management processes and fast, precise color-matching. The HP Stitch printers via HP Smart Color tools and the first-ever built-in spectrophotometer, provide exact color management that is replicable both over time and across the fleet. The superior quality prints save time and money by avoiding the waste of reprints. Additionally, by coupling HP Thermal Inkjet technology with industry-standard dyes, print producers are guaranteed even greater color durability.

HP Stitch printers also come with HP PrintOS, a print production operating system with web and mobile apps that help you get more out of your printers and simplify your production. Print owners can access the open, secure cloud-based PrintOS platform virtually anywhere, and manage jobs from submission to shipment.

Event attendees experienced HP’s Indigo 7900 Digital Press, the market-leading 13 x 19-inch format digital sheetfed press, which keeps brands a step ahead with print quality innovation, intelligent automation and media versatility to reach the highest levels of productivity. Enabled by HP Indigo’s liquid ElectroInk technology and a unique digital offset process, HP Indigo digital prints deliver the smoothest and sharpest prints in the industry with software and hardware innovation, matching and even exceeding offset quality.

The high-performance HP Production Pro for Indigo Labels and Packaging is now included in the HP Indigo 7900 and will roll out to HP Indigo’s entire Labels and Packaging portfolio this year. Featuring five times faster raster image processing (RIP) power and the Esko Color Engine, the powerful Digital Front End provides extensive productivity and scalability for continuous digital production, to allow converters to scale and manage their digital production across multiple presses and multiple sites, increase the number of jobs per day, and shorten delivery cycles.

“HP Indigo digital printing allows us to run a large number of production tasks at the same time, compared to only a few jobs a day when we used analog printing. Digital printing also offers our customers diverse and personalized business printing needs,” said Thanachai Santichaikul, Assistant Managing Director of Salee Printing Co.,Ltd.

HP Indigo digital presses are designed with the environment in mind, taking into account the full product lifecycle, supply chain, and end of life, including reducing waste and power consumption per printed page. Through personalization, brands reduce the mass production of prints, resulting in less wastage. The Latex solution is 100% water-based, therefore making it lesser in carbon footprint and is child-friendly.

In addition to digital print solutions for brands, home businesses and SMBs like home bakeries, event planners, wedding planners, online sellers and travel agencies interested to create personalized experiences from the comfort of your own home or office can also consider the HP OfficeJet Pro, HP DeskJet Ink Advantage or HP Ink Tank printers, which are easy to set up, perfect

for the home, and can wirelessly print your creations with the HP Smart App from multiple devices including your HP laptop or mobile device. HP can also be accessed online at HP Online Store <https://store.hp.com/th-th/default/>

About HP Inc

HP Inc. creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers, and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at www.hp.com.