

It's time to take your **business to the next level** with  
**HP SPECIALTY PRINTING SYSTEMS**



Progressive Profitable Printing





## Rely on HP TIJ technology and specialty inks to help you deliver real value

If you're looking to expand your offering and increase your advantage in today's marketplace, look to add greater value with a little help from HP. HP Specialty Printing Systems (SPS) seeks to unleash the power and potential of HP Thermal Inkjet Technology (TIJ) through collaboration. We partner with OEMs to develop a wide range of industrial printing solutions and ink formulations that help you successfully grow your business and enhance your customer's profitability. HP SPS has everything you need—the products, supplies, services, support, commitment, knowledge, and brand—to help you deliver high-performance, reliable, and cost-effective solutions that customers can truly count on.

Take your business further with HP TIJ technology that enables you to do more—and do it better than ever.

**Add high-speed, high-resolution technology into your products and production processes.** No matter what the application, with HP your solution is robust, adaptable, and backed by the best. HP inkjet technology can add variable data printing capabilities to mail tables, web presses, and finishing lines. Count on HP quality when printing a range of high-resolution barcodes including 2D barcodes.

**Build industrial printing solutions with flexibility and ease of use.** Profit from the ease of integration and delivery of high-value inkjet printing solutions. HP offers a variety of inkjet printing modules, tools, platforms, and technology to help transform analog printing into a diverse industrial printing and digital product portfolio.

**Go beyond black and white.** From transactional to variable data printing, HP Thermal Inkjet (TIJ) technology offers a simple, cost-effective way to add spot and process color to customize graphics, logos, images, and messages in your production environment.

## Expand your offering and build customer loyalty with a unique portfolio of industrial printing applications

From mail printing to product identification, retail transaction and optical printing solutions, HP makes it easy to build reliable, low-cost, high-quality TIJ-based solutions that can boost profitability and increase customer satisfaction.

**Mail printing solutions** – include processing, direct mail addressing, labeling, and digital postage.

Offer your customers low-cost, high-resolution mail printing solutions based on HP TIJ technology. Personalize mail pieces more effectively with variable data printing, and improve mail-processing productivity for higher response rates by adding customized content to promotional mailings. With HP SPS, you can build solutions that:

- Are specifically designed to meet anti-fraud postal requirements
- Have specially designed inks for printing indicia required for increased security and enhanced information
- Print unique high-resolution barcodes, including 2D barcodes
- Produce high-quality images on a broad set of media
- Help you replace analog postage meters as mandated by many local governments
- Operate quietly and are easy to use
- Have flexible digital printing capabilities—so you can program and print customized advertising messages, logos, and taglines and meet specific country regulations with spot colors





**Product identification/coding solutions** – include primary package coding, secondary package coding, secondary carton coding, and on-product marking.

HP technology helps you meet needs specific to this market—like printing variable and complex data and helping manufacturers curtail counterfeiting, contain recalls, and respond more quickly. Rely on HP SPS to help you:

- Deploy highly reliable printing systems
- Comply with increasing label requirements
- Pay more attention to track and trace for product safety and to prevent counterfeiting
- Deliver improved product versioning for promotional or inventory management needs

**Retail transaction solutions** – include point-of-sale receipt printing; check processing; tag, label, and ticket printing applications.

HP's transaction printing solutions are quiet, cost-effective, and deliver high-quality spot color capabilities. Show customers how they can:

- Turn sales receipts into marketing tools
- Improve supply chain efficiency and accuracy
- Take advantage of color coding and picture-aided identification, customization, and short-run branding opportunities

**Optical solutions** – include CD/DVD duplication (inkjet and LightScribe).

Deliver high-quality optical solutions to a range of markets including service bureaus, CD/DVD replicators, corporate back offices, and prosumers like church groups and amateur artists. Give your customers exactly what they're looking for—solutions that offer:

- Accurate, impressive print quality
- A compelling acquisition price and low cost per disc
- High throughput and low intervention rates

#### **What is SPS?**

HP Specialty Printing Systems licenses HP TIJ technology to industry-leading partners to create industrial printing applications that are modular, affordable, clean, easy to use—and provide high-speed, high-resolution output. We have vast experience in the industrial printing market supporting partners with reliable, high-quality solutions while also supplying OEMs, dealers, and resellers with the specialty inks customers need. But there's more—HP SPS is truly committed to helping partners like you become more competitive and profitable than you ever imagined.





### **Better for business—and the environment**

HP technology and inks are designed with the environment in mind, so you and your customers can feel confident when working with them. HP SPS printheads are self-contained and deliver an intuitive snap in/snap out design that eliminates the need for any training. And operator friendly HP water-based inks don't require special handling or containment measures. It is for these reasons, and many others, that HP earned the #1 spot on Newsweek magazine's 2009 "Green Ranking."

And while we want you to feel good about using our technology, we want you to feel great about working with HP. We encourage new collaborations and work hard to strengthen existing partnerships by demonstrating integrity and excellence on many fronts. We hold ourselves to high standards of corporate governance, transparency, and accountability—traits that led Corporate Responsibility Magazine to similarly position HP in the #1 slot on its 2010 "Best Corporate Citizen" list.

### **What is TIJ technology?**

HP pioneered drop-on-demand thermal inkjet technology more than 25 years ago. Using technologies similar to those in integrated circuit manufacturing, the HP TIJ design incorporates many nozzles on each printhead, which emit smaller drop sizes for more precise, outstanding quality at high speed.

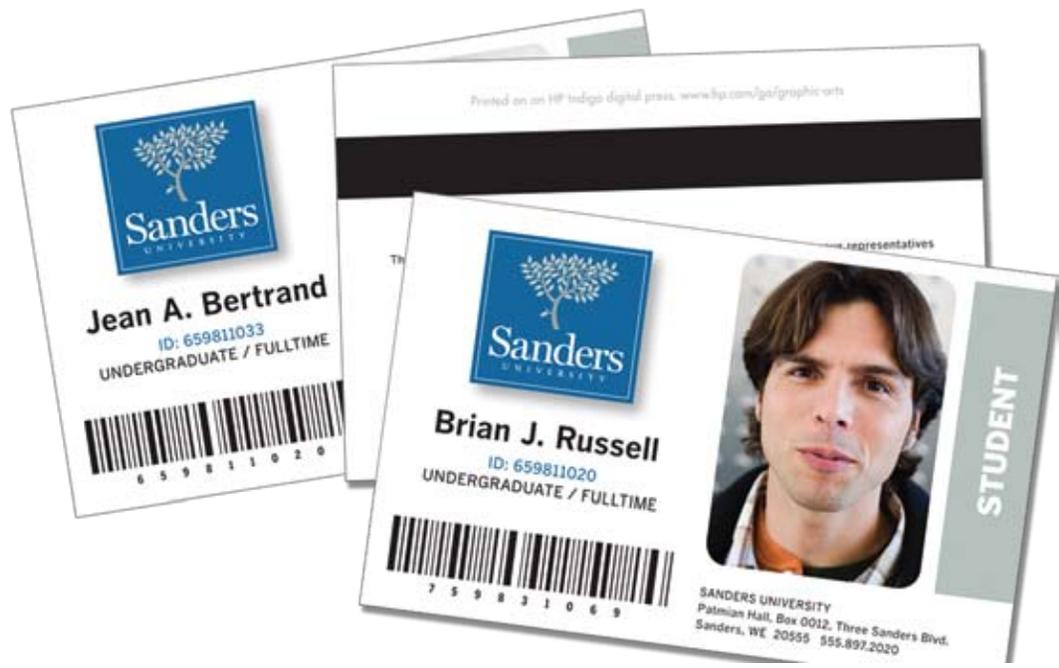
HP TIJ is ideal for use in industrial printing solutions for several reasons. It provides high-resolution printing in a modular and scalable design, making it adaptable to a variety of industrial situations. The solution is inherently affordable, with low acquisition, operating, and imprint costs. It's clean. And it's easy to integrate, install, use, and maintain.

HP SPS inks are also adaptable, enabling you to do and offer more. The inks dry quickly—in less than one second on porous paper. You can print on a wide variety of coated and uncoated paper. And spot or full color printing adds pizzazz and flexibility to your solution. To meet various application usage needs and to improve overall running costs, we offer inks in different sized cartridges from 40cc cartridges all the way to bulk ink systems.

### What's in it for you?

At HP SPS, we have only your best interest in mind. We provide you with industry-leading technology designed to boost your customers' profitability and keep them coming back for more. Our technology is uniquely adaptable, helping you easily address diverse market needs. And our partnership with you is just as flexible. In some cases we simply license our technology for your use. In others, we enter into sales agreements, co-development agreements, or agreements to license our trademarks. We encourage you to use HP's brand influence and global reach to build relationships and generate increased customer demand so that, in the end, you're more successful at growing your business today and well into the future.

For more information about HP SPS, licensing TIJ technology, or becoming a dedicated dealer or reseller, visit: [www.hp.com/go/oeminkjet](http://www.hp.com/go/oeminkjet)



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