

The advertisement features a central HP Indigo WS6600 Digital Press machine, a large industrial-scale printer, set against a dark background. The machine is surrounded by vibrant, flowing, multi-colored ribbons in shades of green, orange, and blue. Above the machine, several printed products are displayed: a box of tissues, a coffee cup, and two wine bottles. One bottle has a label that reads "Biggie Karamia". Below the machine, a blue ribbon flows across the foreground, leading to a printed brochure titled "Driving Powertrain" and a small printed bottle of "NE Natural" beverage. The overall composition is dynamic and emphasizes the machine's versatility in producing high-quality, high-value packaging.

## HP Indigo WS6600 Digital Press

Efficiency and versatility for high-capacity production  
of high-value packaging applications



Progressive Profitable Printing



The most advanced solution for mainstream labels and packaging production.

The HP Indigo WS6600 Digital Press is the most productive, flexible, and high-quality printing solution for the labels and packaging converter. This press is an industry groundbreaker: it pushes the crossover point of digital vs. conventional processes by up to 50%, compared to the HP Indigo WS6000 Digital Press, making the vast majority of jobs more profitable when printed digitally. The facts speak for themselves: no longer is digital labels and packaging production a complementary solution to conventional printing methods—now HP Indigo digital printing is the backbone of the industry.

Since its release, the HP Indigo WS6000 Digital Press has been embraced by converters and brands, due to its unparalleled ability to produce gravure-quality, eye-catching packaging that delivers brands' visions. Building upon the success of its predecessor, the technology of the HP Indigo WS6600 Digital Press supports higher production throughput, unmatched print quality, and advanced colour matching capabilities, enabling you to now offer an array of added-value applications.

With the installation of the HP Indigo WS6600 Digital Press, you take a leading position in the marketplace. While enabling production of labels and packaging with the greatest shelf impact, the HP Indigo WS6600 Digital Press offers lower operational costs, improved supply chain efficiency, and shorter turnaround time than any other press.

Achieve higher profitability with the HP Indigo WS6600 Digital Press than with any other solution in the market.

The HP Indigo WS6600 Digital Press shifts labels and packaging mainstream production to HP Indigo digital printing helping your business become a leader in high-quality and profitable printing of labels, flexible packaging, sleeves, and folding cartons. With many new productivity enhancements, it is built to make the most out of every shift. The press breaks the record of other digital solutions in the market, with a printing speed of 40 metres per minute, and a maximum speed of 60 metres per minute in a 1- or 2- colour mode.

HP Indigo has now innovated several new modes of operation to enhance press throughput. For many CMYK jobs, Enhanced Productivity Mode increases press throughput by over 30%, therefore increasing the crossover point by up to 50%. The press also supports a white ink mode that provides high opacity and continued productivity, giving converters the ability to print at standard multi-colour throughput levels.

## Agility and performance

The HP Indigo WS6600 Digital Press offers unmatched application flexibility and production efficiency, enabling automated and efficient production of labels, flexible packaging, sleeves, and folding cartons.

The press streamlines these applications by automating press processes and integrating inline optional components for priming and finishing, supporting the widest media gamut available for digital production. Like its predecessor, the HP Indigo WS6600 Digital Press supports a wide variety of pre-optimised substrates, qualified by HP and its media partners to ensure best-in-class print quality.

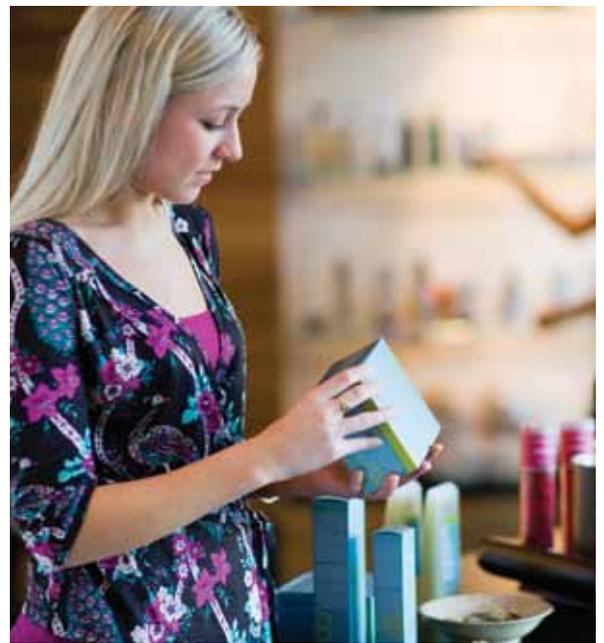
For converters who wish to treat substrates themselves, optimised primers designed to ensure substrate and ink compatibility are available.

In addition, the optional Inline Priming unit available with the HP Indigo WS6600 Digital Press offers you the unique capability to use standard, non-treated paper substrates while eliminating the need for pre-planned treatment, making the support of last-minute jobs easier and quicker than ever before. Designed for easy operation and high performance, the Inline Priming unit is automatically controlled by the press. This ensures smooth operation without limiting production speed or application versatility, while increasing production flexibility and lowering media-related costs.

## Automation without sacrificing specialisation.

Whether you focus on one application or switch between many, and whether the runs you print are short or of various run lengths, the HP Indigo WS6600 Digital Press will allow you to expand your business further.

The advanced level of automation embedded in the HP Indigo WS6600 Digital Press lowers the need for operator intervention and increases uptime. Fully-integrated workflow automation solutions—the print server of the HP Indigo WS6600 Digital Press is fully integrated with EskoArtwork's Automation Engine, enabling you to efficiently streamline hundreds of SKUs per day and utilise your press to its maximum capacity.



**Calibration processes automation**—Inline Scanner, new software features, and other automated press processes decrease the time required for press calibration; lowering human intervention ensures consistent parameters and a higher performance level.

**Improved serviceability**—with new tools for remote diagnostics and troubleshooting tools for operators, we help you get the most out of your HP Indigo press.

**Flexibility between inline and offline finishing modes**—a new finishing connectivity interface allows you to quickly and easily switch between printing directly to the finishing line or to the press rewinder, allowing you to enjoy the best of both worlds, inline or offline, per job requirements.

## HP Indigo WS6000 Digital Press owners—Keeping you up to date

HP Indigo has always invested in keeping you, our customer, technologically up to date. In order for you to boost your business' growth and leverage your HP Indigo WS6000 Digital Press, we are offering you the opportunity to enhance your press capabilities and add the vast majority of improvements released with the HP Indigo WS6600 Digital Press.

### Press user interface

Easy-to-use interface for quick and friendly operation, including pre-set parameters, automated calibrations and diagnostic tools on a 19" touchscreen

### One-shot process

Assures perfect registration by accumulating all image separations on the blanket and transferring them to the substrate simultaneously; supports repeat print length of 317 x 980 mm, efficiently using the substrate and reducing waste

### Rewinder

Easy-to-use touchscreen panel, splicing table, and web handling makes changing substrates quick and easy

### Packer arm

Handles low caliper unsupported films

### Web guide

### Inline Scanner

Automating press calibrations for accurate and consistent parameters

### 7-station colour ink cabinet

- 7 colour stations allow PANTONE emulation of 4, 6, 7 colours and spot colour printing
- On-the-fly On-press Fast Ink Replacement (OFIR) system for easy spot colour

### White Plus

Supports multiple modes for white ink printing

### Inline densitometer

Closed loop colour adjust for unmatched colour consistency

■ **High speed writing head**

812 dpi (8 Bit/pixel) at 775 Mpix/sec using a 22 beam laser

■ **External blanket heating**

Accurate local temperature control optimising print process per substrate type blanket

■ **Imaging oil recycling system**

Reduces oil consumption and waste

■ **Inline Priming Unit**

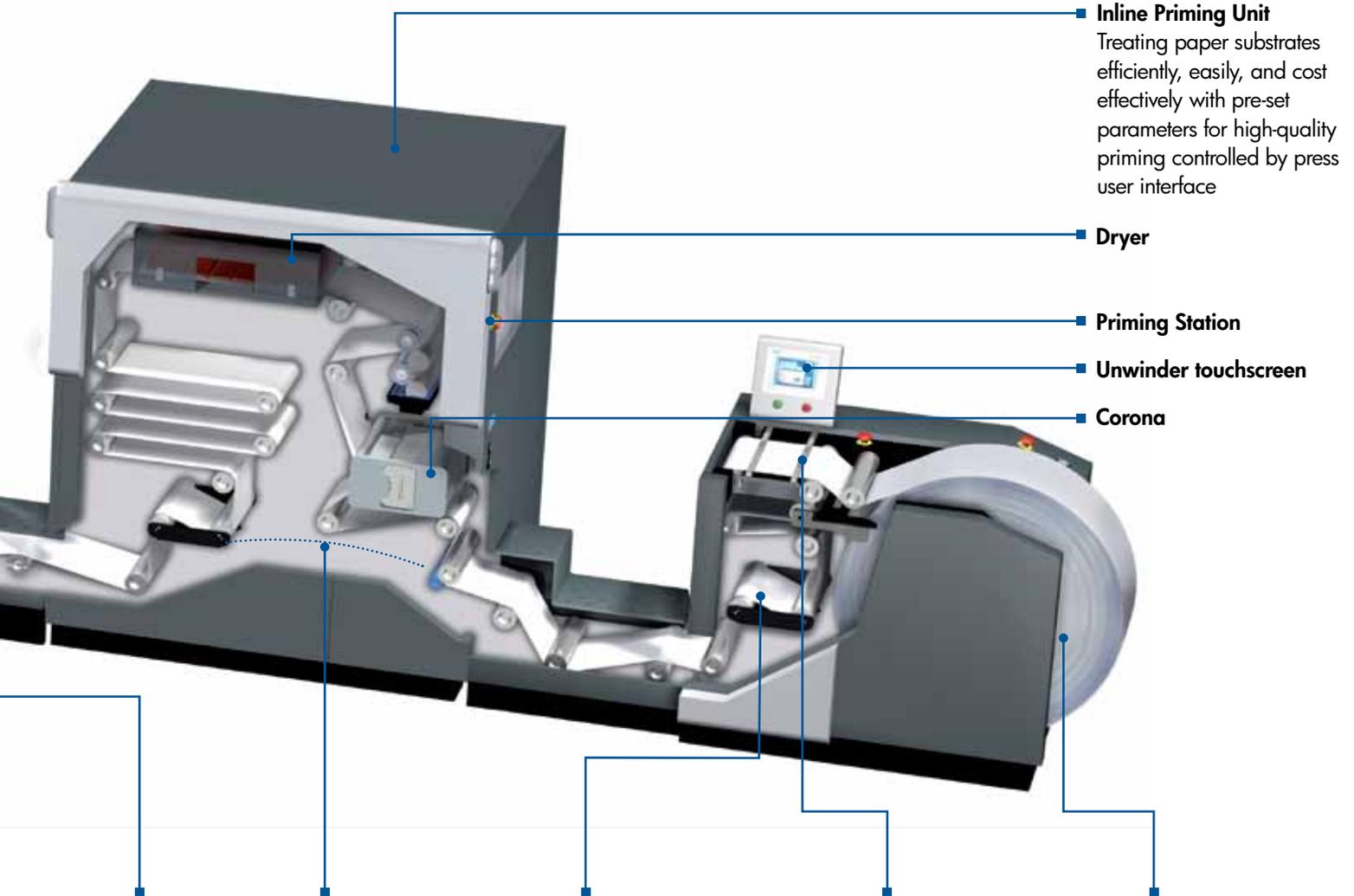
Treating paper substrates efficiently, easily, and cost effectively with pre-set parameters for high-quality priming controlled by press user interface

■ **Dryer**

■ **Priming Station**

■ **Unwinder touchscreen**

■ **Corona**



■ **Blanket cylinder**

Supporting high print speed and quick and easy installation

■ **Bypass mode substrate path**

Reducing waste when using pre-optimised media

■ **Web guide**

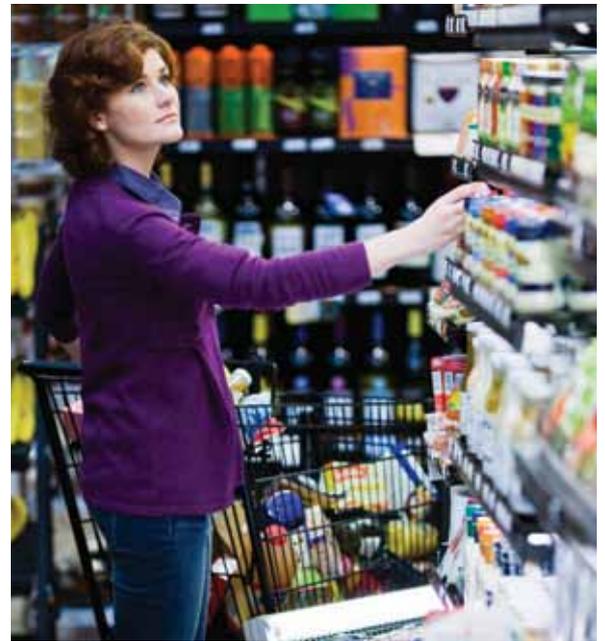
Automated web guide for continuous substrate control

■ **Unwinder**

Easy-to-use touchscreen panel, splicing table, and web handling make changing substrates quick and easy

■ **Media gamut**

Supporting Self-adhesive label stock, paper or synthetic, unsupported films and paperboards from 12-450 microns



## More than a press: An end-to-end labels and packaging workflow

HP's SmartStream solutions for Labels & Packaging represent a complete ecosystem enabling total workflow automation. HP Indigo has teamed up with selected partners to offer an array of well integrated solutions specifically designed for the unique needs of labels and packaging converters. This ecosystem drives superior quality, efficiency, and profitability by enabling increased number of jobs produced per shift, without the expense of additional staff.

**HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork**, designed specifically for HP Indigo by EskoArtwork®, supports scalable RIP power, ICC profiling, step and repeat, advanced PANTONE colour conversion algorithms, and more. Thanks to the proprietary and bidirectional point-to-point connection with EskoArtwork's Automation Engine, you can efficiently manage the production of hundreds of SKUs per day.

**EskoArtwork's Automation Engine**, an enterprise-ready workflow software, integrates and automates all design and prepress activities, tasks and communications. It offers enhanced data management, reduced operator intervention, extensive MIS integration capabilities, and provides a unified hybrid workflow for both digital and analogue printing devices.

**HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork** is an integrated solution that quickly creates profiles that match PANTONE and spot colours, and specific brand colours with very little waste.

**HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork and the HP SmartStream Designer** support job creation with simple or complex variable elements, including barcodes, numbers, text, and images.

**CERM and Label Traxx** collaborate with HP Indigo and its partners to ensure a fully integrated system, streamlining and automating the workflow from job submission to the press print queue.

**PrintSYS by Prisme** is a turnkey, full service web-to-print solution. This software was designed specifically for the labels and packaging market with best in class usability and security.

**Process Metallic Color System by Color-Logic**, is an innovative, colour communication system for printing on metallic substrates. With this easy-to-use software, HP Indigo presses can quickly produce impressive metallic images and special effects using only CMYK colours and white.

**A B Graphic International** offers integrated finishing solutions in partnership with HP Indigo. **OMEGA Digicon** label converting offers a variety of modules for digital print finishing, enabling quick changeovers with minimal waste. **OMEGA Digicoat** offers an affordable in-house coating solution, for those preferring to prime offline.

**PrintVision/Helios II by Advanced Vision Technology Ltd.** (AVT) is an inspection solution for automatic print inspection that can detect any print or finishing flaws, on all types of substrates. It provides verification of barcodes, variable codes, and job verification against an approved digital PDF file, as well as connectivity with your MIS.

# Technical Specifications

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Printing speed                  | Up to 30 metres per min. in 4-colour mode<br>Up to 40 metres per min. in Enhanced Productivity Mode<br>Up to 60 metres per min. in 1- or 2-colour mode                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Image resolution                | 812 and 1219 dpi at 8 bit, 2438 x 2438 dpi addressability HDI (High Definition Imaging)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Line screens                    | 144 (sequin), 175, 180 lpi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Image format                    | 317 x 980 mm maximum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Substrate thickness*            | 12-450 microns                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Substrate type                  | Self-adhesive label stock, paperboard, and unsupported films                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Web width                       | Max. width: 340 mm/Min. width: 200 mm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Input System                    | Input roll max. diameter: 1000 mm      Max. roll weight: 270 kg<br>Core inside diameter:<br>• Standard: 3 in<br>• Optional: 6 in                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Output System                   | 700 mm max. roll diameter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| HP Indigo inks:                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Standard 4-colour printing      | Cyan, magenta, yellow, and black                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Additional colour               | HP ElectroInk White Plus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| PANTONE® colours                | <ul style="list-style-type: none"> <li>• PANTONE-licensed HP IndiChrome on-press 6-colour printing using CMYK as well as orange and violet</li> <li>• PANTONE-licensed HP IndiChrome off-press Ink Mixing System, for spot colour creation, using CMYK as well as orange, violet, red, green, blue, bright yellow, and transparent</li> <li>• HP Professional PANTONE Emulation Technology (PANTONE-licensed CMYK values for 4-colour PANTONE simulation, utilising ICC profiles to provide optimised simulation values for the specific press and media combination)</li> </ul> |
| Print server                    | HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Supported formats and standards | Postscript Level 3, PDF 1.4, TIFF, JPEG, EPS, PPML 1.0, JLYT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Dimensions of press             | Width: 578 cm, Depth: 394 cm, Height: 209 cm; Inline Priming Unit Width: 141 cm, Depth: 156 cm, Height: 176 cm                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Total weight of press           | 5400 kg                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Options                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Configurations                  | Inline Priming unit, Enhanced Productivity Mode, Dual mode inline finishing connectivity kit, Flexible Packaging Packer arm support in rewinder                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Expanded colour capabilities    | 5th, 6th, and 7th colour printing, HP Indigo Ink Mixing System                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Print server options            | HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork<br>HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork<br>HP SmartStream Labels and Packaging Prepress Tools, Powered by EskoArtwork                                                                                                                                                                                                                                                                                                                                                     |
| Reinsertion                     | Simplex and duplex capability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



\*Media characteristics vary. If the media you are about to use is not listed in the Media Locator, HP cannot guarantee performance and we recommend that you test it prior to use.

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