HP Indigo W7250 Digital Press

Application-focused high-volume solution—with higher speed for higher profit





The HP Indigo W7250 Digital Press serves high-volume production using its unique combination of quality, productivity, and competitive total cost of ownership (TCO). With more than 60 installations worldwide, this application-focused press platform prints on virtually any paper at high speed.

A web-fed press with optional in-line finishing, it creates a real production line. It can replace offset for short-run publishing, turn direct mail and TransPromo into a one-pass process, and support digital applications such as ultra-short run books and photo products.

Breakthrough speed and productivity. Enhanced Productivity Mode (EPM) enables customers to print more jobs digitally and cost-effectively, as colour printing speed is increased by 33% from 240 ppm to 320 ppm. The press also prints in 2 colours at 480 ppm and monochrome at 960 ppm.

High print quality at high speed. Enabled by HP Indigo's liquid Electrolnk technology and unique digital offset process, the press delivers prints of the highest quality—even at high speed—that match or exceed offset, allowing them to be used interchangeably.

Compatible with any substrate. The press maintains productivity and quality while printing on a wide media range from 40 to 300 gsm, including coated, uncoated, and recycled stock. An inline priming unit allows use of standard, off-the-shelf substrates of all kinds, including offset uncoated papers, keeping media costs low.

End-to-end solution. The press includes a robust and scalable digital front end and integrates with a wide range of workflow solutions. Together with Hunkeler or other HP Indigo finishing partners, the press enables inline and offline finishing solutions for the end-to-end delivery of a broad application range in the most efficient and flexible manner.

Application-focussed solution. With its combination of high productivity, quality, and flexibility, the press opens new possibilities for diverse applications in the expanding markets of publishing, general commercial printing, photo specialty, direct mail, and TransPromo.

To learn more, visit www.hp.com/go/graphic-arts



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High quality, high productivity

High productivity. Innovations in the HP Indigo W7250 Digital Press make it capable of running jobs with higher productivity and lower cost per page.

- Dual engine web—highly efficient, double-sided printing.
- Enhanced Productivity Mode (EPM)—provides a 33% increase in speed for most image-rich colour jobs to 320 ppm, significantly reducing turnaround time and production costs.
- Powerful print server—The scalable HP SmartStream Production Pro
 is the most powerful off-the-shelf print server in the industry. It can
 manage high-volume, highly complex variable data jobs at press
 speed, with a single point of control capable of driving multiple
 presses.
- Print Care

 —Automatic calibrations and advanced diagnostic modes increase press uptime by assuring quick and accurate problem solving.
- Robust supplies—A set of new-generation supplies, including the Imaging Oil System, Photo Imaging Plate (PIP), and blanket, improves print quality, performance, and lifespan, extending time between replacements and reducing waste by 20% for more sustainable printing.

Superior print quality. HP Indigo printing technology delivers consistent, best-in-class, offset-matching colour quality.

- **High coverage applications**—Exceptionally high quality not limited by substrate type or ink coverage.
- Digital offset-matching colour technology—Liquid
 electrophotography (LEP) produces sharp images with a very thin ink
 layer that is almost transparent, exposing the finish of the paper. HP
 Indigo ElectroInk enables high quality and wide and accurate colour
 gamut, similar to and at times surpassing conventional offset printing.
- Excellent colour consistency—Closed loop controls over ink conductivity and optical density ensure tight colour consistency within the page, from page to page, and between engines.
- Up to 7 ink stations on press—Use 4, 6, or 7 colours for vivid printing and accurate on-press Pantone emulations. True PANTONE® spot colours can be mixed off press, for matching up to 97% of Pantone-certified colours.



Diverse application range. Thanks to its high speed, wide media capabilities, efficient 317 x 980 mm image format, and finishing solutions, the press enables PSPs to offer customers a unique and diverse range of products and services.

- Publishing—Produce books cost-effectively in just the quantities
 customers need, enabling them to streamline their supply chain and
 dramatically reduce the costs of warehousing, shipment, and waste.
 Digital printing with inline signature folding can produce up to 270
 colour 160-page book blocks per hour and 720 monochrome book
 blocks per hour.
- Photo specialty—Wide image format and high photo quality enable
 the press to capture applications with larger image sizes such as
 photobooks, calendars, book covers, lay-flat books, and photo
 prints. Third-party finishing solutions, including GMP LAMIMASTER,
 enable PSPs to deliver a finished product at lower cost.
- Direct mail and TransPromo—Deliver high volumes in colour with higher profitability using the EPM mode. Integrated finishing saves costs and cuts production time.





- 1. Unwinder
- 2. Inline Priming Unit
- 3. High-speed laser writing head
- 4. Charge roller
- 5. Photo Imaging Plate (PIP)
- 6. Binary Ink Developers (BIDs)
- 7. Blanket
- 8. Impression Cylinder
- 9. Work station
- 10. Ink cabinet
- 11. Buffer control Unit (BCU) including turn bar
- 12. Rewinder

Technical specifications

14,000 four-colour A4 pages per hour 19,200 colour A4 pages per hour in EPM) 28,800 two-colour A4 pages per hour 57,600 one-colour A4 pages per hour
812 and 1219 dpi at 8 bit, addressability: 2438 x 2438 dpi HDI (High Definition Imaging)
144, 175, 180
317 x 980 mm maximum
Max. web width: 340 mm; Min. repeat length: 480 mm (in 4-colour print mode); Max. repeat length: 980 mm
Roll-to-roll: 40 to 300 gsm (subject to paper stiffness) Monochrome: Uncoated 70 to 140 gsm **
Input roll max. diameter: 1300 mm Input roll inner core diameter: Standard: 3 in Optional: 6 in
HP SmartStream Production Pro Print Server
Width: 11,800 mm; Height: 2300 mm; Depth: 2100 mm
7100 kg
Cyan, magenta, yellow, and black
Cyan, magenta, yellow, black, orange, and violet
Cyan, magenta, yellow, black, orange, violet, and green
HP IndiChrome Ink Mixing System (IMS) for spot colour creation using CMYK as well as orange, violet, green, reflex blue, rhodamine red, bright yellow, and transparent
Supports PANTONE PLUS®, PANTONE MATCHING SYSTEM®, and PANTONE Goe™ HP Professional PANTONE Emulation Technology using CMYK on-press; HP IndiChrome on-press; HP IndiChrome Plus on-press; HP IndiChrome off-press (IMS) for achieving up to 97% of the PANTONE® colour range.
5, 6 or 7 ink stations; HP IndiChrome Ink Mixing System
Hunkeler Rewind RW6 Cutting and offset stacking: Hunkeler POPP6 Combination line available or other customised solutions according to the customer's need

^{*} 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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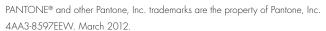
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 $[\]ensuremath{^{**}}$ Paper specifications may change due to finishing line capabilities