



News Release

HP Improves Printing Sustainability with HP Indigo Portfolio

Company demonstrates environmental initiatives at drupa 2012

Editorial contacts

Vanessa Ribeiro, HP
+34 682 794 816
vribeiro@hp.com

Audrey Goudet, Edelman
+331 56 69 75 67
Audrey.goudet@edelman.com

Gladys Diandoki, Edelman
+331 56 69 75 98
Gladys.diandoki@edelman.com

www.hp.com/go/newsroom

DÜSSELDORF, Germany, 10 May 2012— HP today announced product and programme developments in its HP Indigo portfolio that will contribute to reducing the environmental impact of printing.

Developments highlighted at [drupa](#) 2012 include:

- Innovative product features resulting from the application of the [HP Product Design for the Environment](#) programme to the development of new-generation HP Indigo Digital Presses.
- Three new HP Indigo presses that have been granted the Intertek Green Leaf verification mark.
- A new programme to offset the carbon emissions associated with the manufacture of three new HP Indigo presses.
- Expanded take-back and recycling programmes for HP Indigo supplies in Germany.
- Collaboration with sustainability leaders worldwide, including hosting the first-ever graphic arts industry [Eco Leadership Forum](#).

HP digital technology designed with environment in mind

The new [HP Indigo 10000 Digital Press](#) will bring the environmental benefits of digital on-demand printing to new parts of the printing industry, enabling more flexible and efficient print supply chains with reduced levels of redundant prints, and helping to eliminate set-up and make-ready waste in print shops. It was developed under the HP Product Design for the Environment programme. The press is a testament to what can be achieved when environmental performance is considered as an integral part of the product design process. More than 100 environmental requirements were defined for the press. As a result, the press contains many innovative features related to:

- Employment of recycled materials in manufacturing
- Efficient usage and recyclability of supplies
- On-press imaging oil recycling
- Energy management and recovery to ensure efficiency

In a further development, the HP Indigo [5600](#), [WS6600](#), and [7600](#) Digital Presses have been awarded the Intertek Green Leaf verification mark, providing rigorous independent validation of the environmental claims that HP makes for these presses.

New programme to offset carbon emissions

HP's Indigo Division has initiated a programme to offset the carbon emissions associated with the manufacturing and testing of three new presses. The programme will apply initially to HP Indigo 7600, W7250 and WS6600 Digital Presses, and will be available at no additional cost to customers.

The carbon footprint will be calculated by HP experts, and their work will be independently validated. The HP Indigo Division is purchasing carbon offsets through the [Good Energy Initiative](#), which supports community projects that reduce greenhouse gas emissions.

Extended supplies take-back and recycling programmes launched in Germany

HP offers free take-back services for HP Indigo supplies for customers in more than 17 countries around the world.⁽¹⁾ The offering of take-back services in Germany now has been extended to include the HP Indigo ink cartridge recycling programme, the Imaging Oil recovery programme and the Binary Ink Developer take-back and parts reuse programme. HP will be contacting customers in the coming months to invite them to participate.

Collaboration with sustainability leaders

At drupa 2012, HP hosted the Eco Leadership Forum to discuss solutions to key sustainability issues. HP Environmental Programme Manager Stephen Goddard moderated a panel of four experts in each session to share views on how to best share knowledge across the supply chain and improve environmental performance, among other related topics.

Panelists included Laurel Brunner, [Verdigris](#); Frazer Chesterman, [Eco Print](#); and Marci Kinter, [Sustainable Green Printing Partnership/SGIA](#)—each of whom are at the forefront of sustainability efforts and conversation within the printing industry. HP Indigo customers Matthias Hausmann, [CeWe Color](#), and Richard Owers, [Pureprint](#), each joined one of the panel discussions as well.

As HP integrates environmental initiatives into its full product-development cycle, the company additionally has formed alliances with industry-established sustainability leaders, including the [Forest Stewardship Council \(FSC\)](#) and the [Worldwide Fund for Nature \(WWF\)](#). HP also spoke at the FSC Global Forum held at drupa on May 3-4, emphasising the company's commitment to FSC certification of printing papers and announcing several new large format printing materials with FSC certification.

HP has been a committed environmental leader for decades, driving company stewardship through product design, reuse and recycling as well as energy and resource efficiency. HP influences industry action by setting high environmental standards in its operations and supply chain and providing practical solutions to make it easier for customers to reduce their environmental impact. HP also influences the industry through its research on sustainability solutions that support a low-carbon economy.

Additional information on HP Indigo and the environment is available at www.hp.com/go/indigo/environment.

More information on HP at drupa is available at www.hp.com/go/HPdrupa12, www.hp.com/go/drupa and through the HP Graphic Arts Twitter feed at www.twitter.com/hpgraphicarts and YouTube channel at www.youtube.com/hpgraphicarts. Join or follow the conversation using the #HPdrupa hashtag.

About HP

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⁽¹⁾ Programme features and availability vary.

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