

# 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 ElectroInk 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](http://www.hp.com/go/graphic-arts)



# HP Indigo W7250 Digital Press

## 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.



Use HP SmartStream products and partner solutions with the HP Indigo W7250 Digital Press to improve production efficiency and support digital growth.

To learn more visit [www.hp.com/go/smartstream](http://www.hp.com/go/smartstream)



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

## Technical specifications

Printing speed	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
Image resolution	812 and 1219 dpi at 8 bit, addressability: 2438 x 2438 dpi HDI (High Definition Imaging)
Line screens	144, 175, 180
Image size	317 x 980 mm maximum
Web width	Max. web width: 340 mm; Min. repeat length: 480 mm (in 4-colour print mode); Max. repeat length: 980 mm
Paper weight*	Roll-to-roll: 40 to 300 gsm (subject to paper stiffness) Monochrome: Uncoated 70 to 140 gsm **
Unwinder	Input roll max. diameter: 1300 mm Input roll inner core diameter: • Standard: 3 in • Optional: 6 in
Print server (DFE)	HP SmartStream Production Pro Print Server
Press dimensions	Width: 11,800 mm; Height: 2300 mm; Depth: 2100 mm
Press weight	7100 kg
<b>HP Indigo ElectroInks</b>	
Standard 4-colour printing	Cyan, magenta, yellow, and black
HP IndiChrome 6-colour printing	Cyan, magenta, yellow, black, orange, and violet
HP IndiChrome Plus 7-colour printing	Cyan, magenta, yellow, black, orange, violet, and green
HP IndiChrome off-press spot inks	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
PANTONE® colours	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.
<b>Options</b>	
Expanded colour capabilities	5, 6 or 7 ink stations; HP IndiChrome Ink Mixing System
Post-press	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.  
\*\* Paper specifications may change due to finishing line capabilities



**North America**  
Hewlett-Packard Company  
5555 Windward Pkwy  
Alpharetta, GA 30004  
USA  
Tel: +1 800 289 5986

**Europe, Middle East, and Africa**  
Hewlett-Packard Española S.L  
Cami de Can Graells, 1 – 21  
08174 Sant Cugat del Valles  
Barcelona  
Spain  
Tel: +34 902 027 020  
Fax: +34 935 82 1 400

**Asia Pacific**  
Hewlett-Packard Company  
138 Depot Road  
Singapore 109683  
Tel: +65 6727 0777  
Fax: +65 6276 3160

**Latin America**  
Hewlett-Packard Company  
5200 Blue Lagoon Drive  
Suite 950  
Miami, FL 33126  
USA  
Tel: +305 267 4220  
Fax: +305 265 5550  
informahpindigo@hp.com

**Israel**  
Hewlett-Packard Company  
Kiryat Weizmann  
P.O. Box 150  
Rehovot 76101  
Israel  
Tel: +972 8 938 1818  
Fax: +972 8 938 1338

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