

News Release

PLASTICS PLUS DIGITAL TRANSFORMS OPERATIONS WITH HP INDIGO 20000

Plastics Plus Digital reinvents printing for flexible packaging brands and marketers to give them a competitive advantage with the latest in digital printing innovation from HP.

Parsippany, New Jersey, May 1, 2019 – Plastics Plus Digital today announced that it has installed an HP Indigo 20000 at its Parsippany, New Jersey location. The technology-driven company now offers customizable digital printing of flexible packaging along with lamination and pouch making services.

Plastics Plus has made a significant investment in both its future and its customers by installing the HP Indigo 20000. The entirely digital platform gives clients a fast and easy way to buy flexible packaging and is a particularly cost-effective solution for short to medium run length orders, according to executive vice president Joe Waldman at Plastics Plus.

With vivid, precision graphics and rapid production ability, the HP Indigo 20000 increases speed to market and is highly capable of variable content and hyper-customization of designs.

Art and copy changes can be made on the fly with digital printing, without the cost and time associated with flexography's printing plates or rotogravure's cylinders. As a result, brands can now produce more relevant, timely packaging for seasonal, event-based promotions and more.

The HP Indigo 20000 Digital Press at Plastics Plus also achieves perfect color consistency with a built-in spectrophotometer. It uses HP Indigo ElectroInk, which matches up to 97 percent of the Pantone colors using 7 ink stations. It has an image format of 29.13 x 43.3 inches.

"We're excited about the capabilities that our new HP Indigo 20000 and complete finishing services will allow us to bring to our customers," said Waldman. "We believe in the need to support the growing trend of mass customization in consumer goods marketing and can't wait to show our customers the amazing new capabilities that we can bring to their projects."

For more information about Plastics Plus Digital, visit www.plasticsplusdigital.com
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