

Press release

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North American Direct Mail Printer Supercharges Production on their HP PageWide T250 Inkjet Presses with adphos aNIR® Drying Technology

A North American Direct Mail Printer is set to revolutionize its production capabilities by integrating adphos aNIR® drying technology into two of its HP PageWide T250 HD inkjet presses. This expands the global number of HP PageWide T2X0 presses equipped with adphos aNIR® to six.

Responding to customer demand for a switch to high gloss substrates, initial tests revealed that at speeds above 175 feet per minute, the traditional process led to ink offsetting on the rewind roll. However, after rigorous testing, the adphos aNIR® system emerged as a true game changer, delivering compelling benefits that redefine performance:

Unmatched Throughput:

- **185 % Speed Boost:** Increase production speeds from 175 feet (53 meters) to an astounding maximum press speed of 500 feet (152 meters) per minute.
- **Near Zero Wait Time:** adphos aNIR® drying eliminates wait times, ensuring the system is always ready to perform.
- **Waste Reduction:** Rapid drying prevents moisture from causing ink recondensation, significantly cutting scrap and waste.
- **Streamlined Finishing:** Flatter substrates mean fewer stoppages and faster inline/near-line finishing, reducing issues like cockle and curl.

Expanded Capabilities:

- **New Substrate Options:** Unlock the potential to use lower-cost, high gloss substrates, opening the door to a broader range of applications and market opportunities.

Energy Efficiency & Superior Quality:

- **Lower Energy Consumption:** Benefit from optimized energy use tailored to specific coverage and substrate requirements.

- **Enhanced Print Quality:** Rapid drying ensures superior ink holdout, keeping ink on the paper surface for consistently vibrant and high-quality prints

The enhancement to the HP inkjet press not only meets evolving customer demands but also sets a new industry standard in speed, quality, and energy efficiency. With adphos aNIR® drying technology, Commercial Printers are poised to deliver unprecedented operational excellence and outstanding benefits to their respective companies and customers. Production-enhancing and quality-maximizing aNIR® drying technologies have also been successfully implemented for other printing machines at adphos.

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