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DscoopQuarterly

CHAIRMAN'S LETTER

Being "green" is not just a personal preference, or even a political statement anymore. Being green is quickly becoming a responsibility of all those involved in the graphic arts industry. In the past, we have



discussed some of the ways which members of our community can get involved in the green movement. However, as we review the feedback from our peers, we realize that there is a great need for more in-depth information. This issue is dedicated to discussing and

sharing several ways that all of us can get involved in bettering our environment, our business and our HP community.

In this green issue, NAPL President Joe Truncala shares insights about printers who use energy-saving initiatives and other green programs. Dion Label Printing Inc. shares its current environmental best practices and areas that the company is researching to change the world for the better. Get the answers to your most pressing operating questions from technical expert Frank Barbalace. Unisource has generously sponsored this issue and demonstrates the use of Domtar Luna 80lb Gloss Cover as an FSC-certified stock, which offers flex properties, embossing retention, opacity

and color retention. Finally, the back page is devoted to the latest HP Capture Program information.

The **2008 Dscoop Annual Conference, Feb. 21-23** in San Diego, Calif., will also highlight how the printing industry can become greener. Don't miss out on sessions covering sustainable packaging and adopting a company mission to become a green facility and attract more customers. Register before the Nov. 30 early bird deadline to ensure you receive the best rate for you and your colleagues. Visit www.dscoop.org to register today and book your room at the San Diego Marriott Hotel & Marina.

If you have personal stories about how your company has gone green recently, send them to news@dscoop.org so we can highlight your story on the Dscoop Web site.

Sincerely,

Todd Kalagher
President, Finlay
Dscoop Chairman

NOVEMBER WEBINARS

Technical "Designers"

Wednesday, November 28

Presented by David Smith,
Communicorp Inc.

DECEMBER WEBINARS

The State of Dscoop

Wednesday, December 5

Presented by Todd Kalagher,
Finlay, and Chris Petro,
Global Soft Digital

Label & Packaging Webinar

Wednesday, December 12

2008 DSCOOP ANNUAL CONFERENCE

Early Bird Discount Ends
November 30!

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up to \$145 per attendee.

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printing process

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Dscoop

Digital Solutions Cooperative
A Cooperative of Indigo users and HP

By Joseph P. Truncale, President and Chief Executive Officer of the National Association for Printing Leadership (NAPL), Paramus, N.J. (www.napl.org).

Printers' Favorite Process Color is Green

It may not be C, M, Y or K, but green is definitely the favorite color for printers in 2007. Unlike years past, however, going green now means far more than just recycling paper waste or avoiding VOC emissions—definitely important steps, but now eclipsed by green initiatives that extend beyond the print process to areas such as basic power generation and transportation.

In October 2006, the NAPL Business Review featured a cover story entitled “Blowin’ in the Wind,” which detailed the actions by a growing number of printers who are now meeting their not inconsiderable electricity needs from a clean, sustainable and environmentally friendly energy source: wind.

Printers who use alternate energy sources do not have to generate the power; they just have to commit to purchasing it from renewable energy providers, i.e., a local utility that offers wind-generated power rather than power derived from oil, coal or nuclear sources. Alternative energy is still slightly more costly than conventional sources—although it is becoming more affordable—but it has a clearly demonstrable environmental benefit that both employees and customers applaud.

For example, by using wind-generated sources for the 1.8 million kilowatt-hours of power it requires to run its operations, NAPL member company Monroe Litho Inc. of Rochester, N.Y., has eliminated 2.5 million pounds of carbon dioxide that would be released into the atmosphere each year by conventional sources.

The company is part of the Environmental Protection Agency’s Green Power Partnership (www.epa.gov/greenpower), a voluntary program in which companies agree to purchase an amount of green power—renewable energy sources with the highest environmental benefit—proportional to their annual electricity use. There are currently more than 750 Green Power partners and they are purchasing more than 10 billion kilowatt-hours of green power annually.

Wind energy is the fastest growing energy generation technology, according to the U.S. Department of Energy (DOE), which says its use is increasing by about 35 percent a year. As the demand for wind power has grown and investments in added capacity have increased, prices have begun to fall, making it an even more affordable alternative. The DOE estimates that the wind power energy currently produced each day is equivalent to powering more than 2.5 million U.S. households.

The EPA offers a number of resources for printers interested in renewable energy resources, including a comprehensive Guide to Purchasing Green Power that provides an overview of green power markets and describes the necessary steps to buying green power, and a Green Power Locator that includes a list of suppliers and products available in each state. Both are available at www.epa.gov/greenpower/buygreenpower.

In addition to the obvious environmental advantages, renewable energy programs can have some other benefits for printers. Like Monroe Litho, Sandy Alexander, Inc., an NAPL member company in Clifton, N.J., is a major purchaser of wind-generated power—its two plants in New Jersey and Florida use 16.5 million kilowatt-hours of electricity annually—and, according to its management, it has received several large jobs because clients wanted to choose a printer that used 100% renewable energy.

Both companies also have chain-of-custody certification from the Forest Stewardship Council (www.fscus.org/paper), which verifies that paper used in their printing originates from sustainable, legal logging. As an FSC-certified facility, these printers can offer their customers the option of displaying the FSC logo on their printed materials as evidence to their readers that they are committed to helping the environment.

Green initiatives undertaken by today’s printers also reach beyond the plant itself. Duplainville Transport, a wholly owned distribution subsidiary of Quad/Graphics, an NAPL member company in Sussex, Wis., is doing its part to reduce greenhouse gas emissions by taking part in the EPA’s SmartWay program (www.epa.gov/smartway), which establishes incentives for companies to improve fuel efficiency and reduce emissions through a variety of actions, including reducing unnecessary engine idling.

At Duplainville Transport, auxiliary power units have been installed on its fleet of 87 trucks, cutting idling time by more than one-third. The company is also using tires with less rolling resistance, has installed fuel-efficient automated shift transmissions and has asked its truckers to drive more slowly, reinforcing this request with a driver fuel mileage bonus program. In addition to making a positive environmental impact, these actions are now saving the company about a \$250,000 a year.

Other savings related to environmental issues may be available to printers through incentives under the Energy Policy Act

At Duplainville Transport, auxiliary power units have been installed on its fleet of 87 trucks, cutting idling time by more than one-third.

of 2005, which, for example, includes a tax deduction for commercial building owners and tenants who reduce power consumption by 50 percent from a 2001 baseline standard, as well as tax credits for buying or leasing hybrid cars or trucks. Some of these incentives expire at the end of 2007. For details, go to www.energy.gov/taxbreaks.htm.

From recycling waste and monitoring raw materials to reducing emissions and exploring renewable energy sources, printers large and small are finding new ways of going green to improve their local environment, help their customers and be good stewards of the world in which we all live.

Eco-friendly Media

This chart represents media manufacturers and distributors that are certified for HP Indigo commercial presses and are also certified or meet specific environmental standards. All media from these manufacturers or distributors may not qualify for some ecological certifications. To find out if the paper you are interested in meets your requirements, contact the suppliers for more details. Additional manufacturers and distributors are certified frequently. For more up to date information, contact each certification group for a complete listing.

Paper Mill/Distributor	FSC	SFI	Green Seal	Recycled	Energy Accreditations
Appleton Coated	•			•	
Burgo	•			•	
Condat	•		•	•	
Domtar	•	•		•	
Finch Paper	•	•		•	
Fox River	•	•		•	
Green Bay Packaging		•		•	
GPA	•			•	
Iggesund	•		•	•	
International Paper		•	•	•	CCX
Kimberly Clark	•	•			
Lindenmeyr - Munroe	•			•	
M-Real	•		•	•	
Mohawk	•			•	Green E Carbon Neutral
Myllykoski - NA		•		•	
Neenah	•	•		•	Green E
New Page		•		•	
SAPPI	•	•	•	•	
Smart Papers	•			•	
Stora Enso	•	•	•	•	CCX
Unisource	•	•	•	•	
Wausau Paper	•			•	
Xpedx		•		•	

GPA, a 2008 Dscoop partner, recently had two product lines certified by the FSC: Ultra Green-Digital by GPA and Ultra Print by GPA. For more information, contact GPA at www.askgpa.com or 800.395.9000. ©2007 Hewlett Packard Development Company, LP.

As of Oct. 18, 2007

Indigo is the New Green

Typical offset printers have more components that result in higher waste quantity and waste disposal cost than digital printers. When speaking to new and existing clients, mention the following green-friendly technical aspects of the HP Indigo press.

Waste

While HP Indigo products generate some wastes that are regulated for disposal, these wastes are not categorized as hazardous according to Federal Regulation 40 CFR 261. *Note:* Some states and/or local authorities may have special requirements for compliant disposal. Our customers are encouraged to engage licensed waste haul-away contractors for compliant disposal of waste, including waste ink cans, imaging oil bottles, oil filters, chiller filters and waste oil.

Air Pollutants

None of HP Indigo's process ink colors, including HP Electro Ink 4.0 and other supplies, contain substances listed on the federal list of hazardous air pollutants established under Section 112 of the Federal Clean Air Act.

Volatile Organic Compound (VOC) Emissions

VOC emissions levels from printing on an HP Indigo 5000 sheet-fed press are approximately 0.23 lb per hour for an average coverage job when operated in accordance with the manufacturer's instructions. The source of VOC emissions from the press is imaging oil and the emission level is lower than levels associated with a typical offset printing press.

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2008 Dscoop Annual Conference Session Highlights

Sustainable Packaging

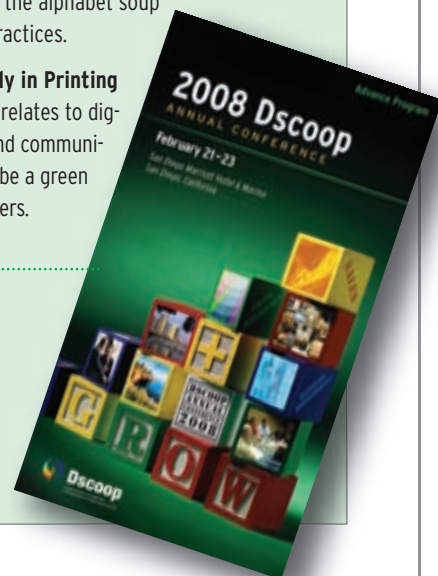
"Green" is one of the most popular buzzwords in the industry. But it's more than just a buzzword; it's a realistic concern and responsibility for everyone. Learn how to implement environmental practices and show cost savings. Speakers also will cover available resources and decode the alphabet soup of materials, committees and practices.

Being Environmentally Friendly in Printing

Learn about sustainability as it relates to digital printing and how to adopt and communicate your company's mission to be a green facility and attract more customers.

Have you received your conference guide?

If you haven't received the guide or would like additional copies, e-mail us at: info@dscoop.org



Technical

By Frank Barbalace

Dscope Technical Committee Member and T2 HP Support

News You Can Use

Technical Updates from HP Support

Frequently Asked Questions

All of these questions are an important part of your print production success and it is our job to communicate between the users and the support team as a cooperative. Share ideas with other users and also HP Support by testing files to formulate a solution. Part of this overall knowledge comes from referencing your training materials. Valid processes are explained in class and proven solutions are shared among all users. It's a learning process. HP Support is always ready to communicate with the trainers and technical teams for answers to your problems.

Why do my blankets have bubbles?

ITM may be too hot when applying a new blanket or a build-up of adhesive on ITM is causing air pockets. Clean ITM when cooled down. Try pulling a bit tighter as you apply the blanket and keep it straight.

I get errors on the press when a file is ripped.

Why is the RIP failing?

There are many possibilities. The key for troubleshooting is to know the file and path to RIP, including any errors that you see. Keep a log of what happened for future reference. When you call support, we'll have a good head start and remote on to your press to have a look. We can include prepress at the same time and start testing.

PDFs are not printing correctly. 4 over 4 instead of 4 over 1 and the transparencies are dark. Why?

If the PDF was created with registration marks it could very well be that the black is also registration black. Recreate the PDF without registration marks or try ripping it through a grayscale folder, K only. PDF transparency settings are high, medium and low resolution in the preferences section of InDesign and other applications. The medium setting is best for HP Indigo RIPs and will preserve the effect.

How can I add null cycles to my print job?

My ink is scuffing. The heavy substrate setting only prints one sheet at a time versus two that cross over each other in the paper feed path when duplexing.

In the job properties window, you also have a level 1, 2, and 3 setting under substrates. The higher setting will give you two null cycles which will allow the ink to cure. Also make sure that your rich black percentage of color is not higher than 190% of all colors together. This will also depend on the type substrate that you are using. To date, there is a new FCO to prevent this scuffing.

Where can I get information on substrates?

HP Portal, GPA and Tekra are all great sources. 13x19 is now available for the HP5500. Consult your paper salesperson for more information.

My print quality looks bad. Help!

There are help tips and a sample job of print quality issues that reference certain hardware or mechanical parts as part of the troubleshooting process. This is an expanding area of troubleshooting utilizing on-press documentation and/or movies.

I'm having ink trouble: my spot colors are dull, and color calibration fails. Where should I start?

Since ink cans contain charge (conductivity solution) and over time this along with the solids of the inks (density) which build up on the sensors will eventually skew the readings and may cause calibration issues resulting in bad color. If your FSE is scheduled to do a PM or you own a density meter, you can maintain a true reading. FSEs can provide you a conductivity meter by request or if

you own one this is a very helpful tool. If neither is possible on a monthly basis, consider ordering and using the ink calibration

cans for all of your colors. Following the guide you can get your inks back to spec without the use of meters. Talk with your FSE.



Frank's Suggestions

What are you working on?

When writing or calling for help, remember to explain the hardware and software involved in the workflow. It will save back and forth questions and inquiries that slow down the troubleshooting process.

Watch your consumables

Using up consumables aimlessly will drive the cost up. BIDs, inks, PIPs and especially blankets are expensive and should not be considered free of cost. All of the problems that arise from any one of these consumables can usually be resolved through user communication on Dscoop or through the support chain. If it becomes obvious that a certain batch of product is defective, this will be reported to HP and immediately addressed.

Be prepared!

Troubleshooting is how we operate. Nothing is perfect. Hardware and software are going to fail at any given time, so be prepared.

1. Have your system ghost and config save in two places on two different media. Perform the task monthly or after an HPAU I-fix update to the press software or if a new spot ink is installed.
2. Have your snap fonts backed up on an external drive on your network.
3. All files not needed for print or that are completed should be deleted off of the system and or RIP folders. You can easily archive your files for future reference.
4. Schedule PC maintenance as you do your press end-of-week routine.
5. Prepress can function more efficiently with pre-flight tools for PDF and PPML. Avoid crashing the DFEs or press RIPs. A newly published SDK and other tools are now available on the HP Portal for PPML.

6. Educate your client base. If it is at all possible, explain the difference in what including subset fonts in PDFs and best practice image resolution can do to improve your file RIP speeds and job turn around times. Think like a service bureau.
7. For your own troubleshooting purposes, consider keeping a `simpletest.pdf`, `simpletest.ppml` and `simpletest.jlt` on your systems. If there is any one file in question that has crashed one of the RIP engines, restart the RIP and test one of these test files to then be able to concentrate on troubleshooting the problem file with the customer and prepress.
8. HP has implemented an Excess Inventory Recovery Program. This is a beneficial process for you to keep your inventory up-to-date and reliable by exchanging the outdated consumables. Please contact me directly and I'll get the process rolling.
9. When dealing with viruses, HP has a utility in place called HPAutomaticUpdates (HPAU) that will automatically send fixes to the press via a secure connection. These fixes should be applied when the press software is down. It is your responsibility to maintain the PC Windows Updates on a weekly basis again with the press software down. Windows Updates and Windows Firewall are set to off by default for a reason. Please do not accept any other updates or new application offers from the internet if prompted to do so.

Happy Printing,

Frank Barbalace

Dscoop Technical Committee Member and T2 HP Support

PPML Update *(Posted on Dscoop Discussion Forum Sept. 13, 2007)*

We have publicly released updates to two Indigo Software Developer Kits.

The JDF IDP Worker SDK v1.2 has been updated to support the new JDF functionality in the Indigo Production Manager v1.1 and the Press Production Manager v2.6. We also added several dozen new JDF example files and improved the documentation. This SDK also added documentation on the new DPP Worker now available in our DFEs.

The PPML SDK v2.3 was also updated to support the new PPML functionality Indigo Production Manager v1.1 and the Press Production Manager v2.6. We added improved documentation and example files. We also released the PPML_check pre-flight tool in this SDK. The PPML_check preflight tool is a command prompt and GUI based tool that will check and pre-flight PPML

jobs. By using this tool on PPML files prior to RIP, several common processing problems can be avoided. This tool can save PPML users time by identifying problems before processing.

Both updated Indigo Software Developer Kits are available from the HP Solution Business Partner Portal: <http://www.hpdevelopersolutions.com/idp.cfm>. The JDF IDP Worker SDK requires registration before users and partners can download it. The Indigo landing page on the Portal describes how users and prospective partners can register to gain access to this SDK. Users and partners who already have access to the portal can log-in and download the new SDKs.

The PPML SDK is freely downloadable from the Public Kits area on the Portal.

Label & Packaging

By Stacy Santos, Marketing Coordinator, Dion

Ready, Set, Go GREEN!

Dion Label Printing Inc., based in Westfield, Mass., is a flexographic company with digital and conventional printing capabilities specializing in pressure-sensitive labels, tags and tickets. Dscope member company Dion is making big strides in the race to “go green” to take steps toward a better, cleaner and healthier tomorrow.

“With each process or step we research and analyze to become more eco-friendly, we learn a lot about the world we live in and how hazardous certain processes can be on the environment,” said Randy Duhaime, general manager at Dion. “Small, simple steps can be taken to improve these processes and improve our current environment as well as prevent more damage.”

GREEN Processes

Digital printing reduces a tremendous amount of waste for Dion, which also has implemented a number of environmentally friendly processes.

Inks

The company uses ElectrolInks from HP that are not only eco-friendly but certain ElectrolInks are also FDA-compliant for food packaging. ElectrolInks do not contain any substances listed on the federal list of hazardous air pollutants or any chemicals on California’s Proposition 65 list, which are concerns for Dion’s clients in the food industry.

Dion also uses water-based inks for other printing methods. Any excess ink waste is baked for safe disposal. The company also uses solvent-free inks, which is important because solvents can be harmful to water and air during press wash-up.

Platemaking

After lasers cut imprints into a plate, it is heated under high intensity ultraviolet light, which causes impure monomers on the plate to liquefy. A filtration device absorbs this waste much like a sponge absorbs water.

Adhesives

Dion has the ability to print with water-based adhesives that allow labels to wash off bottles so they can be recycled and reused easily. Berkshire Brewing based out of South Deerfield, Mass. is one of their clients that has taken advantage of this technology.

“Ultimately we would like to be able to reuse our bottles as a way of being more eco-friendly,” said Chip DeForest, production manager at Berkshire Brewing. “We have a program that allows us to ship bottled brew and take back empty bottles. In the past, we would send bottles out to be broken down, but with water-based adhesives, we can send bottles out to be washed and returned. This is currently in a testing phase, but our goal is to return and reuse at least 30 percent of our bottles.”

Changes within the company

The entire company is being rewired to conserve energy, and the new light bulbs are also safe for disposal. All company ink cartridges are recycled. Waste is compressed and turned into energy pellets rather than dumped in landfills. The pellets, a substitute for coal, burn cleaner and greatly reduce emissions from coal.

“There is more out there that we can be doing,” said Stacy Santos, marketing coordinator at Dion. “There are alternative ways of accomplishing the same tasks in a way that is better for our environment and health. We just need to find these ways, and then

incorporate them into our processes. This isn’t just a better way of printing for us; it’s a better way of living. That is why we are choosing so strongly to improve.”

GREEN Agenda

Dion is exploring new green technologies to give their customers a competitive edge in the industry.



Berkshire Brewing is one of Dion's clients that uses environmentally friendly water-based adhesives for its labels.

Biodegradable Materials

Dion clients will soon have the option to print biodegradable labels, which are currently undergoing testing for print quality and storage options. A downside of this material is that printed products will need to remain in controlled environments and clients would need to be careful how they, and their end users, store their products. However, Dion will make sure clients are aware of this downside so they understand the best way to store their products.

Biodegradable films are produced using a polyactic acid. One downfall of biodegradable films is that it has an unusual stiffness that can alter the end printing, but Dion is testing these films to see how they can adapt their processes to work with this material.

Soy-Based Inks

Dion presses have the ability to print soy inks. In the past, they favored water-based inks, but as industry trends push toward more organic and natural solutions, Dion is testing these inks so they can provide their clients with what they are asking for—soy-based inks and more print solutions.

Post-Consumer Materials

Dion is in the process of analyzing all of its departments to see how they can start using post-consumer or recycled products in daily processes, as well as find ways to conserve energy. The company strives to strengthen any and all processes that have an environmentally friendly alternative. Dion is testing the print quality of label stock made out of post-consumer materials.

Recyclable Compatible Adhesive

Recyclable Compatible Adhesive (RCA) is a non-solvent-based adhesive used on paper labels that screening and other conventional paper recycling processes can substantially remove. Recycling the label does not inhibit the recycling process. Dion is in the testing phase of this adhesive.

Increase Safety, Health and Eco-Friendly Processes Within the Company

Dion is establishing a safety committee to oversee the company's infrastructure. This committee will keep employees conscious about the company's greening efforts as well as make sure processes and printing techniques meet state and federal regulations. Dion wants to make sure everything is clearly labeled and clean so that their internal environment can maintain a healthy stance as well.

A Lean, Clean and GREEN Future

Dion will never be satisfied with its processes because it will continuously find ways to improve and expand. "Our pledge is to continue—continue to research, continue to improve our processes for the better and most importantly continue to educate others so that as a society we can change this world for the better," Duhaime said. "We may not change the world in one day, but day by day we can help change this world for the better. We get excited just thinking about future advancements and how this world can look 20 years from now if we all take steps towards a better, cleaner and healthier tomorrow."

Congratulations to Mike Lawing from Indexx, who won an HP digital camera from our drawing in the last issue. Thank you to Mike and everyone who participated in our survey about newsletter content.



Production Details

This newsletter is printed on Domtar Luna 80# Gloss Cover, made of 20% post-consumer waste. At least 30% of the fiber used in the manufacturing process of this paper comes from well-managed forests independently certified according to the rules of the Forest Stewardship Council. The stock was generously donated by Unisource (www.unisourcelink.com). Direct Mail Campaign Management and PURLs using MindFireInc, Look Who's Clicking. Variable data flow using Yours Truly by HP. Printed on HP Indigo 5000. The mailing was generously sponsored by FSC. (www.fsc.org).

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www.dscope.org



Dscope Quarterly

Dscope Quarterly is the official newsletter of the Digital Solutions Cooperative (Dscope), a user-driven community of HP Indigo press owners and operators.

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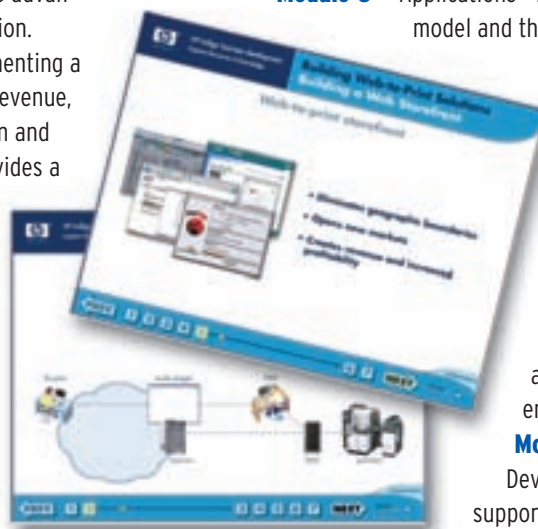
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New Online Class Available at Dscoop: Web-to-Print Training Module

Print service providers (PSP) have witnessed first hand the growth and expansion of the digital printing market and the changing business needs of customers. Now that the Web is firmly established as a versatile and indispensable communications vehicle for businesses, many PSPs are weighing the advantages of implementing a Web-to-print solution.

The business benefits to a PSP implementing a Web-to-print solution include increases in revenue, new revenue streams, customer satisfaction and cost savings. For print buyers, the Web provides a turn-key solution for their everyday printing needs. They are looking for fast, flexible production of customized materials, and they want a central point of contact for ordering, managing and distributing collateral on demand. For the enterprise, collateral on demand means timely delivery of key messages to employees and customers, the ability to respond quickly to market changes, and reduced costs and inventory.

This e-learning training program is designed to help HP Indigo digital press owners capture new profit opportunities through the implementation of Web-to-print business solutions. By the end of this course, participants can expect to have a good grasp of the business drivers behind the growing demand for Web-to-print and what it takes to implement a Web-to-print workflow.



Module 1 – Overview of the course, including descriptions of each module

Module 2 – The Web-to-Print Business Solution - Business drivers that influence print service providers to implement Web-to-print

Module 3 – Applications - Implementing a Web-to-print business model and the role of HP's business partners in these solutions

Module 4 – W2P Workflow – Overview of the HP Indigo digital front end solution required to enable Web-to-print

Module 5 – Building a Web Storefront

Module 6 – Collateral on Demand – Two key Web-to-print implementations and the HP Indigo partners that enable these solutions

Module 7 – HP Indigo Business Development - Overview of this business support program, including links to a broad set of business development tools and

resources available to you as an HP Indigo owner

Access the Web-to-Print training module at:

www.dscoop.org/w2ptraining



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