

## **PRESS RELEASE**

For Immediate Release  
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### **Dion Label Printing Installs 2<sup>nd</sup> HP WS6000 Press**

**Westfield, MA October 25, 2010-** Dion Label Printing recently installed a second HP Indigo WS6000 digital printing press, only 6 months after the installation of their first WS6000. The upgrade from the HP Indigo WS4050 to the WS6000 model provides a significant increase in printing speed, an increase in print width and repeat length, and the ability to print on thinner and thicker substrates.

The HP Indigo WS6000 offers high productivity with its four- color process printing at speeds of 98 linear feet per minute. Faster print speeds has led to longer runs of digitally printed orders, while still offering competitive rates. Dion Label Printing's new press can print on both thin and thick substrates, from lightweight material used in flexible packaging and shrink sleeves to tag stocks used in folding cartons. This has allowed Dion Label Printing to enter new packaging markets and offer a one-stop packaging solution for clients.

The HP Indigo WS6000 also has a larger printing area with a frame size of 12.48 x 38.58 inches, compared to the WS4050 frame size of 12.2 x 17.7 inches. Recently a customer was able to realize a savings of 12% from printing their project on an HP Indigo 4050 and 40% over conventional printing.

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The project involved a 6-inch circle that would have previously run two labels per frame on the HP Indigo WS4050 press. On Dion Label Printing's new HP Indigo WS6000 press, the operators ran 12 labels per frame.

General Manager Randy Duhaime comments, "The installation of our second HP Indigo WS6000 press has allowed us to increase the scope of products we can offer to our customers. As a solutions provider, our customer's needs ultimately determine the direction of our investments. Our customers will continue to benefit from the highest print quality while being able to achieve longer run lengths with the increased productivity of the WS6000."

Having two of the same HP Indigo WS6000 digital presses allows Dion to use the same workflow, allowing a leaner and more productive process from order entry through production. Also, Dion Label Printing HP SmartStream Labels and Packaging Color Kit is a high-end color management solution for cost-effectively and quickly matching pantone colors, flexo, offset or other print outputs.

Dion Label Printing, Inc is a digital and flexographic label printer located in Westfield, MA. Dion prints labels, tags, tickets, shrink sleeves and specialty applications for multiple industries. With two HP Indigo presses, 8 flexographic presses, sustainable practices and print options as well as finishing options including hot stamping, cold foil, embossing, and specialty coatings, Dion Label Printing is a leader in the packaging industry.

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