

HP Indigo W7250 Digital Press

Web-fed, high-volume solution



Boost your profits with Indigo's high output solution

The HP Indigo W7250 Digital Press serves high-volume production using its unique combination of quality, productivity, and competitive total cost of ownership (TCO). A web-fed press with optional in-line finishing, it creates a real production line.

With more than 100 installations worldwide, the press 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) makes it possible 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.

Long image format

The 317 x 980 mm printing area opens versatile and cost-effective production possibilities. This also enables efficient imposition using each frame fully, thereby reducing media waste and delivering more copies.

Print on any paper

The press maintains productivity and quality while printing on a wide media range from 40 to 300 gsm, including coated, uncoated, and recycled stock. The 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.





Direct mail. Unlimited Variable Data Printing (VDP) capabilities make an impact for effective campaigns.

A long format web press combining speed and Indigo quality

High productivity

Innovations in the HP Indigo W7250 Digital Press make it capable of running jobs with higher productivity and lower cost per page.

Enhanced Productivity Mode (EPM). Print colour jobs 33% faster at 320 ppm, to significantly reducing turnaround time and cut 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.

Dual engine web. Highly efficient, double-sided printing with no reinsertion required.

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), Binary Ink Developer (BID), and blanket, improves print quality, performance, and lifespan, extending time between replacements and reducing waste by 20% for more sustainable printing.

HP Graphics Solutions Services—Driving your production excellence

A comprehensive system of tools, knowledge and support ensures you are able to print what you need, when you need it, at the highest level of efficiency and Indigo print quality. Our certified service teams are committed to meeting your end-to-end needs for accelerated ramp-up, increased system utilisation and maximum uptime.

Learn more at hp.com/go/indigoservice

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.

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 optimal on-press Pantone emulations. True spot colors can be mixed off press for outstanding Pantone-approved solids and achieving up to 97% of PANTONE® 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 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.

Inline and near line finishing. HP Indigo Direct2Finish finishing automation, near-line or in-line, reduces make-ready, turnaround time, waste and errors with automated finishing setup and operation. Solutions include the Duplo UV coater and CP Bourg booklet maker.

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 hp.com/go/smartstream



Publishing. Produce book blocks in addition to book jackets with high-end print quality.



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

Technical specifications

Printing speed	14,400 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 dpi at 8 bit, addressability: 2438 x 2438 dpi HDI (High Definition Imaging)
Line screens	160, 175, 180, 180m
Image size	317 x 980 mm maximum
Web width	Max. web width: 340 mm; Min. repeat length: 490 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 servers (DFEs)	HP SmartStream Production Pro Print Server
Press dimensions	Length: 11,800 mm; Width: 2100 mm; Height: 2300 mm (roll to floor)
Press weight	7100 kg ***
HP Indigo ElectroInks	
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.
Options	
Print server (DFE)	HP SmartStream Ultra Print Server
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 by Hunkeler and others 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

*** Net unpacked press weight not including chillers, print server or other options.



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