



Press Release

DS Smith leads corrugated packaging market with breakthrough HP digital preprint solutions

DS Smith has taken delivery of industry-leading digital preprint solution this month.

Working in collaboration with HP to develop and deploy digital preprint solutions for high-volume corrugated packaging, DS Smith took delivery of the bespoke HP T400 Simplex Color Inkjet Web Press in March 2015.

The narrow-width press, which will print four colours onto the liner prior to corrugating, precedes the delivery of a wide-web machine – currently in development – which is more size-compatible with high-volume fast-moving consumer goods (FMCG) corrugated packaging needs.

The investment will enable DS Smith to deliver products to market faster, customise batches to support brand and marketing initiatives, deliver short and long print runs, and ensure consistent print quality.

The HP T400 Simplex Color Inkjet Web Press is installed at the Belper site, part of DS Smith's UK packaging division, which has been chosen as the test site given its long pedigree of print innovation and will act as the digital preprint R&D centre for the company.

This installation is a big step in DS Smith's collaboration with HP towards deploying a high-volume, digital preprint solution, to meet the corrugated packaging needs of FMCG markets. DS Smith will also be the world's first user of the HP T1100 Color Inkjet Web Press, HP's recently announced wide-web digital preprint solution.

DS Smith intends to lead the corrugated packaging industry with this game-changing technology.

Stefano Rossi, divisional CEO for DS Smith, commented: "We invest in the latest printing technology at an early stage to ensure our customers have unrivalled access to the highest quality and widest range of printing techniques.

"We look forward to developing digital alongside our other print processes; the combination of speed, quality and agility provided by our extensive range of printing options opens up many opportunities for our customers.

"This is a big investment; it shows our determination to be at the forefront of technology, to lead the market and to continually enhance the service and support we provide to our customers."

HP looks forward to the DS Smith solution deployment in Belper. "We believe our HP T400 Simplex Color Inkjet Web Press and the HP T1100 Color Inkjet Web Press preprint solution will provide DS Smith innovative new capabilities, and that combined with DS Smith's vision and focus around quality and customer service will help us sharpen our packaging presses offering to the market." said Eric Wiesner, General Manager for HP's Inkjet High-speed Production Solutions division.

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Notes to editors

About DS Smith

DS Smith operates in over 25 countries and employs around 21,500 people. Using the combined expertise of our four divisions – Packaging, Recycling, Paper and Plastics – we work with customers to deliver solutions that reduce complexity and deliver results throughout the Supply Cycle. For more information, visit www.dssmith.com.

DS Smith is the UK's leading supplier of corrugated packaging. Our comprehensive product range includes retail ready packaging, transit cases, consumer units, packs printed for gift and POS applications, and heavy duty packaging for industry. DS Smith's national network of manufacturing plants service thousands of customers, from multinationals to local businesses.

Using PackRight[®], our unique way of working, our highly-skilled people work closely with customers to specify packaging that achieves real results. Typically our customers achieve sales growth, or reductions in cost, waste and carbon at every stage of the Supply Cycle. For more information, visit www.dssmithpackaging.co.uk.