

## Auraprint is the first in Finland with an HP Indigo 6K digital press.

Auraprint Oy is a leading and innovative printing house in Finland specializing in labeling solutions. Now they are investing further in HP Indigo digital printing technology, with a purchase of a new **HP Indigo 6K digital press**. The new printing press was delivered and installed by Visutech at the end of January 2021.

The new printing press is equipped with seven ink stations, contributing a versatility, and enabling the possibility to print applications with special inks such as *Silver, Premium White, Invisible Yellow & Blue* and *Fade Resistant Yellow & Magenta* or off-press mixed *spot color inks*, for the most accurate and consistent color matching of brand colors available, covering up to 97% of the PANTONE® range.

The additional ink stations can also be used for printing CMYK plus *Orange, Violet* and *Green (HP IndiChrome Plus)* to reach an extended colour gamut or to produce highly accurate PANTONE® emulations on-press.

HP Indigo 6K is also equipped with **HP Predictive Press Care (PPC)**, a cloud-based HP PrintOS application that optimizes and plans preventive maintenance for the most efficient time. PPC also provides early warning signals of impending problems, enabling maintenance to be performed before an accident occurs to avoid unnecessary downtime and optimizing the production.

Along with the installation of the new printing press Auraprint's **HP Indigo 6600** was also upgraded with a Value Pack. This means Auraprint now has two printing presses with the latest HP Indigo digital print technology and also both presses have the ability to print with silver ink.

Furthermore, the print servers were upgraded to the latest version of **HP Production Pro for Indigo Label & Packaging**, a powerful Digital Front End solution that easily takes care of the most advanced and challenging workflow, providing Auraprint with a faster and smoother workflow.

With this investment, Auraprint is well equipped for the future and will continue to drive development in digitally produced labels.

For more information, contact: Anders Wulff, Visutech, on +46 (0)735 43 00 39 or [AndersW@visutech.se](mailto:AndersW@visutech.se).

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*Auraprint Oy is a leading and innovative printing house specializing in labelling solutions. The primary products include printed product labels, unprinted blanco labels, wrap-around labels, shrink-sleeve labels, various special labels and printed packaging films. Auraprint employs around 95 members of staff and the turnover for 2019 was approximately 16,4 million euros. The production plant is located in Turku and sales offices are in Turku and Vantaa. For more information go to [www.auraprint.fi](http://www.auraprint.fi).*

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*Visutech has been active since 1988 and has a strong position as a comprehensive supplier of digital solutions for the graphic industry in the Nordic region. Visutech has been HP Indigo's partner in the Nordic countries since its launch in 1994. The business has operations in Sweden, Norway, Denmark and Finland with its main office located in Gothenburg, Sweden. For more information, visit [www.visutech.se](http://www.visutech.se).*

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