



News Release

DATAGRAPHIC upgrades to HP Indigo 7900 Digital Press to reinvent print business

DATAGRAPHIC, a creative print leader in the US, has selected the seven-color HP Indigo 7900 Digital Press to deliver the quality and innovation demanded by high-end retailers in New York City and beyond for luxury applications.

An HP Indigo 7900 Digital Press was installed this week at the company's Commack, New York headquarters on Long Island.

"The acquisition of HP Indigo capabilities will enable our business to achieve competitive differentiation in the luxury space. We were looking for a solution with the full advantages of digital print to take our digital business to the next level, including offering sophisticated customization in a wide range of high-end markets. Being able to now meld digital with our specialty print definitely puts us at an advantage," said Glenn Schuster, President and Owner.

Founded 90 years ago, DATAGRAPHIC has grown from a family print house to a provider of fine specialty and commercial printing to some of the world's most prestigious brands.

DATAGRAPHIC will use the new HP Indigo to provide customized packaging, gift items, holiday cards, fashion print, real estate collateral, sports events, pharma and more, with the addition of variable data printing for unique items, including one-of-a-kind HP Mosaic designs.

The new HP Indigo 7900 at the company is equipped with all of the 19-inch Indigo premium print capabilities, including seven ink stations for special colors such as silver, premium white and fluorescents, special effects printing with raised and textured print, and HP Indigo One Shot printing for synthetic substrates.



DATAGRAPHIC provides services to print buyers, creative directors, brand managers, and marketing professionals. The print service provider is G7 master qualified and FSC certified.

The HP Indigo 7900 Digital Press is manufactured carbon neutral, offers reduced production waste, and energy efficiency with an on-press recycling system.

Pictured: Glenn Schuster and Eric Schuster, with the first prints off their HP Indigo 7900.