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News Release

# HP Inc. Announces Largest Customer Deal in HP Indigo History

## Shutterfly signs for 25 HP Indigo 12000 Digital Presses to capture 2016 holiday peak season production demands

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DÜSSELDORF, Germany, June 2, 2016 – HP Inc. today announced that [Shutterfly](#), the leading manufacturer and digital retailer of high-quality personalized products and services, has leased 25 new [HP Indigo 12000 Digital Presses](#), marking the largest customer installation in [HP Indigo](#) history.

HP and Shutterfly officials disclosed the agreement during the [drupa 2016 tradeshow](#) in Düsseldorf, where the HP Indigo 12000 Digital Press is making its worldwide debut in [HP Hall 17](#). Shutterfly is shifting production to its new HP Indigo 12000 fleet, and installation of the new presses will take place in summer 2016 to ensure the company is prepared for peak holiday season production of photo-specialty applications, such as custom photobooks, greeting cards and calendars.

*“Shutterfly has collaborated with HP for the better part of a decade, first as an early HP Indigo adopter and having since grown our business with HP in line with their steadfast innovation in the photo-specialty market,” said Dwayne Black, senior vice president and chief operations officer, Shutterfly Inc.. “This latest installation of an HP Indigo 12000 fleet will help Shutterfly continue to deliver innovative, personalized web-to-print product offerings to our customers.”*

### Preparing for peak holiday production with a new fleet of HP Indigo 12000’s

The holiday season is Shutterfly’s most demanding production period and the most vital to the company’s success and bottom line. To prepare for this peak in demand as well as capture new customers, the company sees it as mission-critical to have the right production engine in place to manage the annual boom of photo-based gift-giving around major holidays.

With its new HP Indigo 12000 Digital Press fleet, Shutterfly can handle the significantly increased volume of photo-specialty jobs and take advantage of the most recent HP Indigo innovations, including improved color accuracy and consistency. Shutterfly can also increase productivity and automation by utilizing the new press’ larger print format, efficient workflow and automation tools equipped to handle thousands of jobs per day.

*“HP and Shutterfly have a like-minded determination to deliver the very best in quality standards for photo applications that often become long-lasting memories and keepsakes,” said Mike Salfity, general manager and global head, Graphics Solutions Business, HP Inc. “We look forward to working with Shutterfly and delivering the right technology at the right time to help our customers meet mission-critical production demands.”*

To take full advantage of their expanded digital B2 production line, Shutterfly is also adopting three [Horizon SmartStackers](#), which provide automated cutting, trimming, collating, and stacking for faster job turnaround, reduced waste and fewer errors.

This smart sheet processing system is designed to be integrated in-line or near-line with the HP Indigo 12000 Digital Press for the production of photo-specialty applications the company has in mind for its new fleet. The Horizon SmartStacker is demonstrated in-line with the HP Indigo 12000 Digital Press at drupa in HP’s Hall 17.



HP Financial Services helped Shutterfly develop a flexible investment strategy to acquire the HP technology they required on terms that work for their business.<sup>(1)</sup>

Visit the [HP drupa 2016 online press kit](#) for more information and to follow HP's drupa news. More information about the latest HP commercial printing solutions is available at [www.hp.com/go/graphic-arts](http://www.hp.com/go/graphic-arts). HP drupa updates and videos are available on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#), and by using the [#ReinventPossibilities](#) hashtag.

## About HP Inc.

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