

Press Release

King Printing expands high-definition digital book manufacturing platform

All-digital book printer uses HP PageWide HDNA technology to print demanding color on inkjet

LOWELL, MA, Aug. 28, 2018 – King Printing Co. Inc announced today the company has successfully completed the second phase of expansion on its high-definition digital book manufacturing platform. The first print service provider in North America to adopt the commercialized High Definition Nozzle Architecture (HDNA) technology with the HP PageWide Web Press T240HD, King Printing’s strategic decision to invest in HDNA across their fleet of color inkjet presses strongly positions the company to meet the needs of publishers that are looking to migrate offset level work to the digital arena.

“This upgrade has made our high-definition platform one of the most resilient and flexible in the book manufacturing industry by offering a digital option for quality sensitive work,” said Adi Chinai, President of King Printing Co. Inc. “It allows for true offset substitution and will meet the expectations of even the most discerning publishers.”

HP High Definition inkjet technology producing near offset press quality on true coated stocks – quality that has eluded digital printers until now. With 2,400 nozzles per square inch, HP PageWide Press HD printing delivers smoother color fills and transitions, increased shadow detail and better skin tones.

“Thanks to the new high-definition printing on HP PageWide Web Presses, more publishers can enjoy the benefits of digital printing,” said Eric Wiesner, general manager, HP PageWide Industrial Division, HP Inc. “As the HP PageWide Web Press platform has surpassed the milestone of 300 billion customer-printed pages, this further reinforces the market’s adoption of HP Thermal Inkjet technology.”

The upgrades will also open new markets for King Printing. “We have had a lot of interest in our platform from healthcare, financial services and other commercial sectors,” said Chinai. “Our HDNA capabilities will work extremely well in those arenas from both a quality and cost standpoint.”

King Printing Co., Inc. is a national leader in print technology and book manufacturing. Established in 1978, the company employs over 120 people and is based out of Lowell, MA.

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