

# The CLE Group becomes early adopter of the most advanced printing solution

*St Ives, Cambridgeshire, United Kingdom - January 18, 2010* - The CLE Group is one of the first printing companies in the UK to install the most advanced sheetfed digital solution – the HP Indigo 7000. In addition to meeting basic capacity needs for a company with strong growth, CLE has three crucial requirements for the new press:

1. Match or exceed offset quality to give a cost benefit to customers traditionally forced to put quality before value on shorter runs
2. Push the cost crossover point far deeper into offset territory than previously possible
3. Have the processing and production power to run variable data print jobs (VDP) for huge databases at a similar cost to static (all sheets the same) jobs.

With its powerful engine for high-volume production of static jobs with run lengths ranging from one-of-a-kind pieces, up to thousands, as well as variable data jobs for hundreds of thousands of recipients, the Indigo 7000 meets these needs.

## Who benefits?

With the powerful combination of offset quality, productivity, economy and versatility, the 7000 puts CLE in a position to broaden the gamut of customers who will see real and immediate benefits. Book publishers (and printers), direct mail houses, photo speciality businesses, digital service providers, marketing service providers (particularly integrated solutions providers), commercial printers and any other business with a requirement for static or variable print will see new advantages from CLE's services.

"CLE has been running Indigo presses for over fifteen years," says Jamie Wardley, Managing Director of the group. "In that time we have seen, and influenced, a change in perception towards digital print and the benefits it brings. Our second generation machines showed that the electroInk technology could challenge offset quality, bring cost benefits for shorter runs and give us a degree of VDP ability. The third generation changes the conversation entirely.

"The HP 7000 is able to print at offset quality on a huge range of standard substrates with outstanding consistency, so we are having fewer conversations about the medium and many more about the benefits of our solutions. I don't believe there is another digital solution out there for which this is the case."

