

# Ghelfi Ondulati relies on Digital Technology for Corrugated Boards with new HP PageWide Web Press T400 Simplex system

19 MEI 2016, AMSTELVEEN

## SAMENVATTING

HP announced today the fourth global installation of its PageWide Web Press T400 Simplex printing system. Ghelfi Ondulati, based in Buglio in Monte (Sondrio), Italy, is the latest customer to install the printing system.

**H**P announced today the fourth global installation of its PageWide Web Press T400 Simplex printing system. Ghelfi Ondulati, based in Buglio in Monte (Sondrio), Italy, is the latest customer to install the printing system.

Founded in 1952 by Giuseppe Ghelfi, Ghelfi Ondulati specialises in the production of corrugated board packaging for the agro food and fruit and vegetable sectors. The company generates a turnover of approximately 70 million euros with 130 employees and produces 65 million square metres of packaging per year.

Considering the changes taking place within the packaging industry, Ghelfi Ondulati is carving out a bright future for the business. Adopting digital technology is today's biggest challenge and the HP PageWide Web Press T400 Simplex system is the tool the company chose to use to overcome this challenge. "Our will to do things differently from every other player in the market and our determination to meet changing demands have always been part of Ghelfi Ondulati's history. Our decision to bet on digital technology fits with this approach. We took a close look at the evolution of this technology and we are convinced it will have a revolutionary impact. Digital technology will transform the corrugated board market and its products, bringing value and making them more personalised, thanks to a targeted use of data. We want to be among the first to embrace and promote this change," explains Fabio Esposito, General Manager, Ghelfi Ondulati.

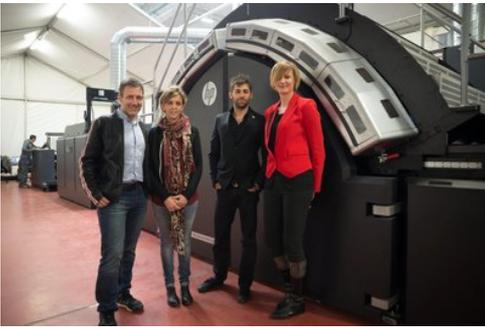
Installed in the Ghelfi Ondulati factory in January 2016, the HP PageWide Web Press T400 Simplex printing system provides high productivity – up to 183 linear metres per minute – and ensures high print quality and brightness of colours thanks to the new HP Priming Agent for full colour printing with HP A50 aqueous pigmented inks. In the short term, the company intends to use the system in its current production, exploiting the most immediate benefits in terms of flexibility in managing runs and the variable data, and simplifying the production cycle to achieve mass customisation in the field of corrugated board. When talking about the future, Luca Simoncini, Head of Digital Project, continues:

“One of our first objectives is to differentiate our reference markets by opening ourselves up, in particular, to a closer collaboration with the brand owners in the Italian food industry to which we will be offering innovative products. However, we see even greater opportunities over the long term.”

One of the main aspects of this journey was related to the choice of technology, but not only to this: “We were not just looking for a machine, but we were looking instead for a new way of thinking”, said Silvia Ghelfi. “We appreciated HP’s human dimension despite its big size, and its willingness to share”



#### AFBEELDINGEN



#### CONTACTPERSONEN



### Herbert Wormgoor

Communications Director Benelux

[herbert.wormgoor@hp.com](mailto:herbert.wormgoor@hp.com)

+31652494265



### Dylan Prins

Porter Novelli

[dprins@porternovelli.nl](mailto:dprins@porternovelli.nl)

+31610791734



### Allard Rustenhoven

Porter Novelli

[arustenhoven@porternovelli.nl](mailto:arustenhoven@porternovelli.nl)

+31654921020

---

#### OVER HP NEDERLAND

HPInc. creëert technologie die het leven voor iedereen beter maakt. Altijd enoveral. Met ons portfolio van printers, pc's, mobiele apparaten, oplossingen endiensten, creëren wij belevingen die indruk

maken. Meer informatie over HP (NYSE:HPQ) is beschikbaar op [www.hp.nl](http://www.hp.nl).

---