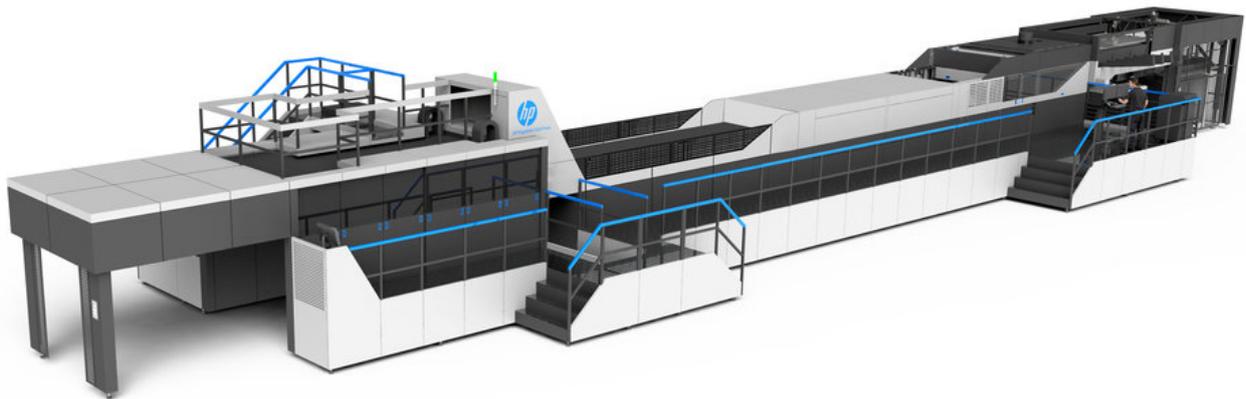


Italy's LIC Packaging chooses HP PageWide C500 Press for food-safe digital corrugated packaging

BRESCIA, ITALY, May 16, 2018 – [LIC Packaging](#), an Italian industrial packaging solutions provider, is installing the new HP PageWide C500 post-print digital press to meet increasing demand from brands for short runs, shorter turnaround times and creative marketing campaigns.

The addition of the press, to be installed next month in LIC's plant in Northern Italy, follows a recent installation of the HP Scitex 15500 for high-value display production.



“LIC is bringing the groundbreaking HP PageWide C500 press to Italy to offer our customers new possibilities including brand marketing campaigns,” says Piero Bertoldo, Director at LIC Packaging. “Thanks to its water-based inks, the HP PageWide C500 will enable LIC Packaging to digitally print food-safe packaging as well,” added Bertoldo.



Unlike some other digital presses using piezo inkjet technology with resolution of 360 dpi or even 600 dpi resolution, the PageWide C500 employs HP's patented Thermal Inkjet technology, designed for best-in-class print quality at production speed. With 1200 dpi resolution and one million nozzles, the C500 Press is designed to produce offset quality in demanding production environments. The press prints 75 linear m/min (246 linear ft/min) at top print quality. Another major benefit of HP's Thermal Inkjet is nozzle redundancy of up to 6X, which is not possible with piezo inkjet.



Additionally, the HP PageWide C500 water-based inks enable printing on both primary and secondary food packaging without the need for an additional barrier. This enables box plants and sheet plants to comply with even the most stringent global food safety regulations, including Nestle guidance and Swiss Ordinance. “The HP PageWide C500 Press is set to revolutionize corrugated printing with new levels of digital flexibility,” said Eric Wiesner, general manager, PageWide Industrial division, HP Inc.. “LIC’s customers in the southern Europe will benefit from the marketing possibilities that high-quality HP digital post-print allows.”

LIC Packaging designs and manufactures packaging solutions for direct packing and displays.
For additional information on the PageWide C500 press click [here](#).
To learn more about HP Scitex presses, click [here](#).

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