

THE FUTURE OF PRINT IS NOW



We're always exploring what's new – so when we saw the HP T240 press, we realized it was an investment worth making.

4 Ways the **HP T240 InkJet Press** Can Boost Your Marketing Campaign



1 PERSONALIZATION

The HP T240 goes far beyond just inserting the recipient's name and allows full four-color customization.

- Swap out copy and colors.
- Consider adding a targeted offer such as a cost-savings estimate or coupons for specific products a customer already buys.
- Tailor your imagery to better resonate with each recipient.
- Use maps to highlight your nearest location to each customer.



2 FAST RESULTS & REMARKABLE QUALITY

Get the quality and consistency of offset with the speed and flexibility of digital. The HP T240 can print 500 feet of paper per minute. That's fast.

- Save time in finishing. It moves printed rolls right into the Hunkeler Gen8 for cutting, stacking, folding, and other finishing.
- Get continuous quality monitoring from the printer's scanning technology – without needing to stop the press.
- See consistent, vibrant colors including smooth skin tones and incredible shadow detail on images.



3 PAPER VERSATILITY

Print on uncoated or coated papers – not just inkjet treated papers, which tend to cost 20-30% more than untreated stock.

AN ENVIRONMENTALLY FRIENDLY OPTION

The HP T240 reduces waste with on-demand printing options. It uses water-based inks and has very low VOC emissions.



4 IMPACTFUL COATINGS

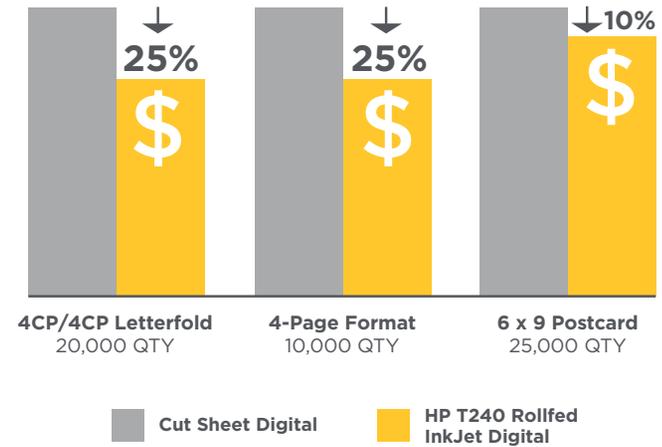
Add specialty coatings to truly stand out at the mailbox or point of sale. Our HP T240 can print them in line – right on the press, minimizing the cost and without adding additional time to your schedule.

- Soft touch
- Matte
- High gloss
- Grit
- Glitter



Time Savings
40-50% →
 Average time savings

Cost Savings



THE SWEET SPOT FOR HP T240

What's the perfect project to run on our HP T240? We've found a few guidelines that help:

- Projects with full-color variable content
- Anything that can be produced on stock within a caliper range of 40# text-9pt cover
- Quantity fit by format
 - 8.5x11 letter full-color variable:** 15,000+
 - 8.5x11 letter one-color variable:** 50,000+
 - 6x9 postcard full-color variable:** 10,000+
 - 4-page, 11x17 folding to 8.5x11:** 5,000+



See the HP T240 inkjet press in action:



Wondering what's possible for your next project?

Contact us at **763-586-3700** or **info@seachangemn.com** to collaborate and get a quote.