25 February 2010

Communisis to Deliver UK's First Platform Using HP Inkjet Technology for
Highly-Personalised Mass Communications

Customer communication expert becomes a preferred service delivery partner for enterprise document automation using HP Exstream technologies

Communisis leads the industry in pioneering specialist output device technology

Communisis today strengthens its reputation as the UK's leading customer communications provider, announcing an a £3 million investment in a state-of-the art HP T300 Color Inkjet Web Press to further enhance the quality of its Direct Mail output. Communisis is also pleased to announce that it has been selected as a preferred service delivery partner for the HP Exstream enterprise document automation technologies: which enables the company to deliver ever more personalised communications for its clients, both rapidly and cost effectively.

By installing the technology at its Leeds-based Direct Mail site, Communisis becomes the first in the UK market with the HP T300, which delivers a more profitable, personalised and advanced full colour digital printing service. This investment represents the latest step in a comprehensive multi-million pound technology development programme at Communisis which, over the course of the past three years, has included investment in the organisation's data and analysis services and advanced marketing technologies.

The investment further strengthens Communisis' continued commitment to delivering clients intelligence–driven communications, and brings renewed focus on creating targeted, highly personalised data-driven campaigns across multiple channels. Adding the latest digital technology to its database and analysis capability will further streamline operations and allow Communisis to efficiently manage the delivery of cost efficient, litho quality digital campaigns, using variable data imaging. Fully integrated front-end capabilities also mean that Pre-press and Bureau are agnostic of litho or digital output and have the ability to compose unique pages quickly and efficiently.

Communisis' ongoing commitment to delivering industry-leading service is bolstered with the announcement that it is now a preferred service delivery partner for implementation services associated with the HP Exstream software platform. The announcement means that clients can benefit from supporting technology and services for fully integrated marketing campaigns using one single provider. Using HP Exstream technologies, Communisis provides advanced, truly bespoke communications packages for individual clients, increasing choice while lowering barriers to entry.

Andy Blundell, CEO of Communisis commented:

"This is a significant investment for us and one that we feel adds to our competitive edge and further sets us apart from our peers. The communications industry continues to undergo significant change and we are proud to be at the forefront of this evolution by being able to offer a truly integrated, channel neutral approach to customer communications. Our latest investment in HP technology and our ongoing partnership with this important organisation means that our customers will benefit from a tailored and streamlined service which in turn will help them to communicate more effectively and profitably with their customers".

Aurelio Maruggi, vice president and general manager, Inkjet High-Speed Production Solutions, HP said:

"As the first UK adopter of the HP T300, Communisis now has the capability to offer an unrivalled service in personalised digital print. This breakthrough press platform, and the powerful HP Exstream document composition tools behind it, place Communisis on the leading-edge of variable-data printing."

The groundbreaking HP T300 Color Inkjet Web Press is the industry's first 762mm (30-inch) wide, 122 metres-per-minute (400-feet-per-minute) solution that enables digital to move from niche applications to mainstream print volumes. Commercially available now, the HP T300 Color Inkjet Web Press has already proven itself as a leading-edge solution for transforming business processes, with multiple installations in commercial customer environments that started in December 2008.

Ends

For more information, please contact: Katie Watkin at Edelman, katie.watkin@edelman.com or call 02030 472072

Notes to editors

About Communisis

Communisis is a UK leading marketing communications and print services business, specialising in helping customers make their communications processes more profitable. Working in partnership with its blue chip clients, Communisis helps to reduce costs and improve the effectiveness of the whole business process of customer communications.

Through its proven experience and scale, it allows clients to transform their customer communications processes by enhancing and deploying customer data; providing technology to automate and streamline workflows; and have world-class production capabilities that can output via print and electronic channels.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.