

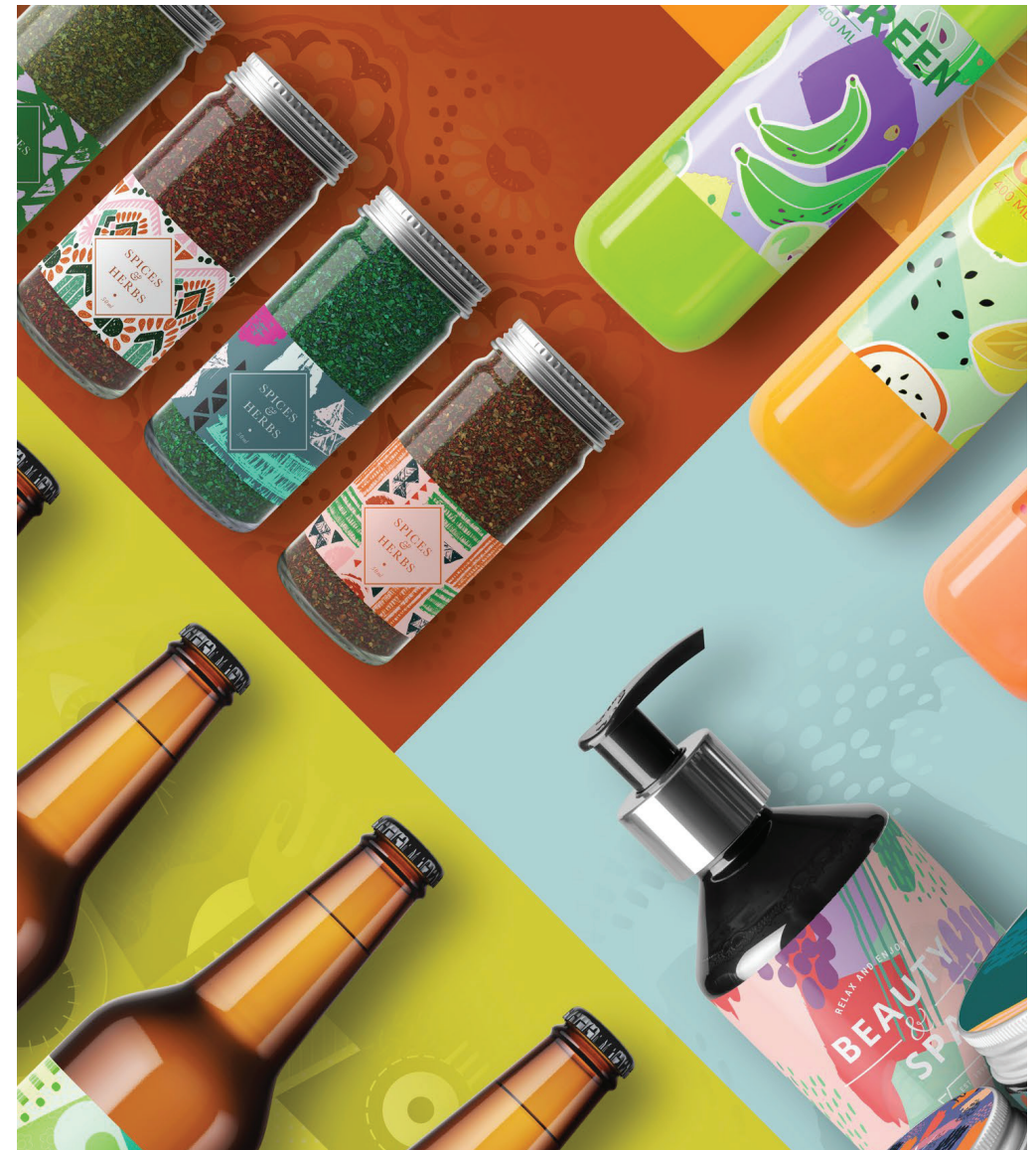


Personalized Packaging on Steroids:

Unique, economical printing solution for just-in-time full-color printing on a variety of consumer packaging

What do envelopes, paper bags, wooden case panels, folding cartons, and corrugated shipping cartons all have in common?

1. They are all made of a renewable source (wood-based)
2. They are all easily recyclable in municipal waste streams
3. They are all widely used for last mile product delivery to consumers
4. And most importantly, with the latest technology - You can easily print in-house on any or all of these in full color using a single, user-friendly digital print solution. Yes, it's true!



QuickLabel®

TrojanLabel®

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50 YEARS
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You can print on all these substrates across a wide range of sizes and thicknesses, but you can also do it just-in-time because there is no preparation time for purchasing plates. You may be skeptical at this point. But consider this: at one point, people were skeptical about using different printing technologies for different applications, yet that now happens every day.



The printer that accomplishes all this and much more is the versatile TrojanLabel® T3-OPX, a next-generation direct-to-package solution offered by AstroNova working with HP Specialty Printing & Technology Solutions. Designed for overprinting or post-printing on professional packaging and pre-converted substrates, the TrojanLabel T3-OPX offers high-quality, digital full-color printing on any ink-receptive media. A benefit of digital is that with minimal set-up or change over time, you can print just one, or hundreds, or more without purchasing plates on many different substrates.

With its 11.7" print swath with a single printhead and pigment inks, the durable T3-OPX printer can produce durable digital images directly onto packaging materials such as cardboard, postcards, boxes, bags, and thicker materials such as blister envelopes, cases, and folded boxes. It provides superior durability and optimized water resistance, lightfastness, and scratch resistance.



The T3-OPX features:

- High print speed up to 18" per second (90 fpm or 27 m/m)
- Excellent print resolution up to 1200 dpi
- Print width up to 11.7" (297mm)
- Automated calibration of print height (up to 100mm)
- Full-color printing (CMYK)
- Easy integration with a variety of automatic feeder options
- Built-in remote diagnostics capability

"The quality and versatility of the T3-OPX is evident to customers in multiple industries worldwide. It combines speed and efficiency without compromising print quality, creating opportunities for customers to expand their business with existing accounts and establish new commercial relationships. We believe that the T3-OPX provides customers with the highest return on investment in its class." — Greg Woods, AstroNova President and CEO

The TrojanLabel T3-OPX was designed for commercial printers, custom retail packagers, print shops, manufacturers, contract packaging solutions, and secondary logistics partners and truly serves as a multifunctional solution for the printing and labeling demands of any industry.

"We are very glad to have AstroNova's TrojanLabel as an OEM partner working with us to provide their

customers a really exceptional and versatile printer to meet the demanding needs in the overprinting market," says Paul Barton, HP Specialty Printing & Technology Solutions Americas Region Sales Manager.

Conclusion: One technology has many possibilities Useful Links to learn more:

PRODUCT VIDEO:
Introducing the TrojanLabel T3-OPX

EBOOK:
Go digital: Meet consumers where they are now and where they're going

CASE STUDIES:

1. Leading U.S. Manufacturer Offers Custom Printing with the TrojanLabel® T3-OPX
2. Solving Required Labeling and Global Language Packaging Requirements with the TrojanLabel® T3-OPX
3. TrojanLabel® T3-OPX Becomes Ideal Solution for Fulfillment of Rapid Sample Production
4. South-East Asia Company Supplies Packaging Products to Food Retailers
5. How the T3-OPX Helped European Paper Bag Printer Meet Growing Demands
6. Company Incorporates TrojanLabel T3-OPX to Meet New Customer Requests and Requirements with Wooden Industrial Packaging Solution

To contact us, go to:
<https://reinvent.hp.com/manypossibilities>



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