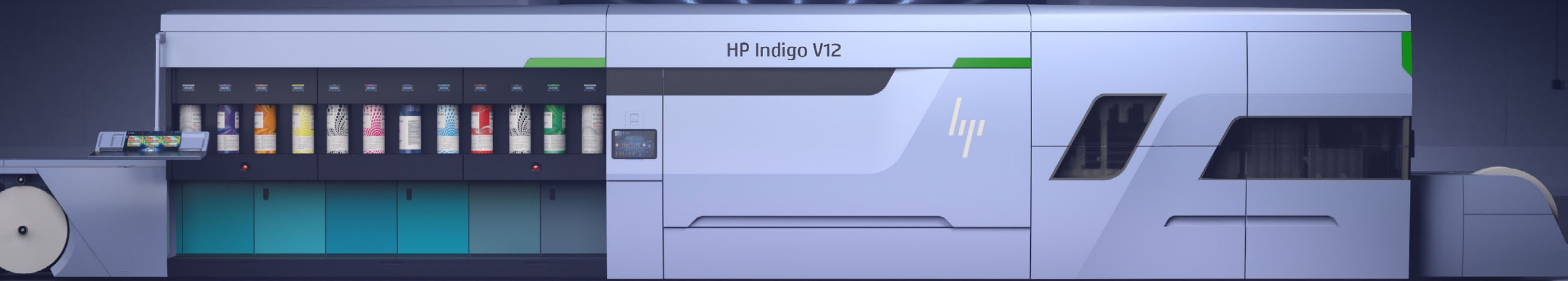


Industrial Printing



Industrial Printing

In digital printing, we are optimizing for the fast-growing labels and packaging segments. Digital print is projected to grow +3x faster than the market, and packaging solutions print volume is growing 10x faster than the industry. HP industrial digital presses enable growth with unparalleled versatility and offset print quality to meet the needs of the most creative and demanding brands.



Safety and Security



Safety and Security



3.3%

of global trade in 2019 was counterfeit or pirated goods

Source: OECD



By 2022, the value of trade in counterfeit and pirated goods is projected to reach

\$991B

Source: ICC

Anti-Counterfeit Packaging

Aprisa's smart labels support mobile authentication on their skincare packaging.



AR-Enabled Print



AR-Enabled Print



estimated CAGR of the global augmented reality market from 2022 to 2030

Source: Grand View Research



of venture capital was invested in VR/AR startups in Q4'21 - more than any quarter prior

Source: Crunchbase

Advertising Activation

Large-scale Modelo wall mural comes to life using augmented reality on mobile devices.

AR-Enabled Print



Advertising Activation

Grey Goose and Swipe Back launched an AR-powered interactive installation at Heathrow Airport to promote the new Grey Goose Essences flavors.

AR-Enabled Print



Entertainment Experience

Absolut and Tomorrowland created a limited-edition bottle design that can be scanned to virtually transport users to a 360-degree augmented reality festival experience.

AR-Enabled Print



Entertainment Experience

Enosophia's augmented reality wine labels enhance the drinking experience with interactive musical experiences.

AR-Enabled Print



Sustainable Packaging



Sustainable Packaging



>150M

tons of single-use plastics are
produced each year

Source: NRDC



Sustainable packaging will be a

\$500M

industry by 2025

Source: HP

Molded Fiber

Choose Packaging is the inventor of the only commercially available zero-plastic paper bottle in the world.



