



HP PageWide Digital Press to Expand WestRock Printing Capabilities

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ATLANTA--(BUSINESS WIRE)-- WestRock Company (NYSE: WRK), a leading provider of sustainable paper and packaging solutions, has acquired an HP PageWide T1190 Press to complement and expand its portfolio of unmatched corrugated printing capabilities, increase value and enable customers to win in the marketplace.

Vertically integrated from paper manufacturing to printing to converting, WestRock offers customers a single source solution for high impact graphics, retail cases and displays on demand. The 110-inch wide inkjet digital press is capable of running at 1,000 ft/min and will enhance existing offset litho, flexo preprint, flexo direct print and sheet-fed digital printing used within the Company's global network of corrugated box plants and specialty facilities.

The optimized print solution provides immediate benefit to customers. Specifically, reduced minimum order quantities (MOQs) will contribute to total cost efficiencies while decreasing lead-time for retail packaging. Its inherent flexibility can easily support diversified, segmented and regionalized market launches and promotional programs while accommodating specific retailer requirements. Serialization to support brand/consumer engagement programs, reward programs, tracking, tracing, authentication, obsolescence and product aging is also possible.

The water based CMYKOV inks offer an extended color gamut that, when paired with proven inkjet technology, produce accurate and repeatable customer graphics at the highest quality. Integrated HP One Package software further enhances the digital production responsiveness and flexibility.

"At WestRock we believe in innovating to serve our customers," said Nickie Parker, senior vice president, Merchandising Displays & Graphic Solutions. "Expanding our high-quality corrugated printing capabilities to include a state-of-the-art wide web digital press enables our teams to provide more options to our customers and engage consumers at a whole new level."

“We are honored to have WestRock select HP’s digital print solutions to contribute to its innovative and sustainable packaging production,” said Ted Samotis, WW Director of Corrugated GTM, HP PageWide Industrial Packaging. “The HP PageWide T1190 Press will enable WestRock to disrupt the corrugated packaging supply chain and offer superior value to its customers.”

Installation of the T1190 Press at the specialty printing facility in Lithia Springs, Georgia, will begin in 2023, and is expected to be in operation by the end of September.

About WestRock

WestRock (NYSE: WRK) partners with our customers to provide sustainable paper and packaging solutions that help them win in the marketplace. WestRock’s team members support customers around the world from locations spanning North America, South America, Europe, Asia and Australia. Learn more at www.westrock.com.

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