



## HP Specialty Printing Systems Appoints Ingram Micro Pan Europe Distributor of Thermal Inkjet Cartridges

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BARCELONA, Spain, 6 December 2010 – HP announced today that Ingram Micro Pan Europe GmbH, located in Dornach, Germany, will be a new distributor of HP Specialty Printing Systems (HP SPS) thermal inkjet cartridges in Europe.

HP Specialty Printing Systems licenses HP thermal inkjet technology to OEM partners to create industrial printing applications, including solutions for coding and marking, mail and postage printing, retail transaction printing, and other commercial and industrial markets.

A division of one of the world's largest IT distributors, Ingram Micro, Inc., and one of HP's largest distributors, Ingram Micro Pan Europe has operations in Austria, Belgium, France, Hungary, Italy, the Netherlands, Spain, Sweden, Switzerland and the UK. It serves resellers in most countries in Europe, the Middle East and Africa (EMEA) and has an extensive network of European resources, including strategically located, highly automated warehouse and distribution centres.

"It is another value add for our customers to have the special industrial HP SPS products in our HP portfolio," said Rudolf Ehrmanntraut, senior manager, Digital Imaging Group EMEA, at Ingram Micro. "This complements the vast offering we already have and strengthens our position as leading distributor of HP products and supplies in the European market. Most importantly for us is that we can respond also to special requests in the industrial segment and satisfy our reseller needs."

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Included in the agreement are HP Versatile Black, HP Fast Dry Black, HP Spot Color Red, HP Spot Color Blue and HP Black Inkjet Bulk inks as well as the new HP Durable Black ink.

"We are pleased to have Ingram Micro Pan Europe as our new distributor, to ensure the coverage of the industrial ink supplies," said Uwe Seipolt, manager, sales EMEA, HP SPS. Together with our existing distributor Ecomedia, we now have the reach to fulfil the demands in the established and growing parts of the industrial markets in Europe."

The appointment is with effect from 1st of December 2010.



For further information, please visit: [www.ingrammicro.de](http://www.ingrammicro.de),  
[www.ingrammicro-europe.com](http://www.ingrammicro-europe.com) or [www.incrammicro.com](http://www.incrammicro.com)

#### About HP Specialty Printing Systems

HP SPS is the HP division that licenses TIJ technology to industry-leading partners to create industrial printing applications that are modular, affordable, clean, easy to use – and provide high-speed, high-resolution output. This division has vast experience in the industrial printing market – supporting partners with reliable, high-quality solutions while also supplying OEM-partners, dealers and resellers with the specialty inks customers need.

More information is available at [www.hp.com/go/oeminkjet](http://www.hp.com/go/oeminkjet).

#### 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>.

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