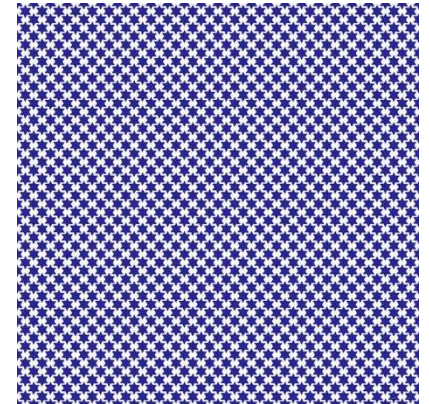# Kirkwood

## Indigo White Ink

Indigo 7900
Indigo 12000



Printing technology has made a lot of progress over the years. One of the most exciting new developments is the ability to print digitally using opaque white ink. Create an opaque appearance and solid backing with HP Indigo ElectroInk White Ink allowing the use of colored papers and transparent substrates for a unique look. Print a single hit or multiple hits to create subtle design effects not achievable with other digital printing processes.

Printing with white ink on a colored stock (we like blue, of course) is an eye-catching option for brochure covers, posters, bellybands, hangtags, business cards, wedding invitations, and other pieces where a standout natural look is desired.

We are always looking for inspiration and white ink opens up a lot of possibilities. Dark colored papers that would have been incredibly difficult and expensive to print on before are longer off limits. White ink can also be used with metallic, synthetic and clear substrates.

Our HP Indigo 7900 and Indigo12000 digital presses, print white ink like it would any spot color, making the prepress work relatively simple. White ink can also be paired with photographs to create a really beautiful effect.

## White Ink Preparation

If designing for white ink printing in Adobe Illustrator or Adobe InDesign, create a New Swatch, Swatch Name: White, Color Type: Spot Color, Color Mode: CMYK, color mix 100% Cyan. We suggest 100% Cyan so that the white areas can be identified. A blank background is not white ink.

In Photoshop, Channels palette, choose New Spot Channel, Name: White, Ink Characteristics; Color: 100% Cyan, Solidity: 100%. White art must be created in this channel, not the CMYK channel. We suggest 100% Cyan so that the white areas can be identified. A blank background is not white ink.