

Moving at the speed of possibility

GP Hummingbird® Digital Services

With speed and agility, Hummingbird digital print solutions for packaging delivers magnificent graphics and a print-on-demand capability, with no need for lithographic labels or flexographic plates. With the flexibility of printing what you want, when you want it, Hummingbird enables you to expand and enhance your brand experiences while reducing obsolescence, optimizing your supply chain, and getting products to market faster.



Rolls, Sheets and Finished Boxes

Whatever stage of high-graphics converting you need, Hummingbird can assist.



Package Engineering

Our industry-expert Packaging Engineers bring you right-fit digital preprint structures that deliver accuracy for your final consumer packaging needs.



Graphic and Brand Design

Our Designers are experts in color accuracy and design approaches for digital ink-jet - maximizing high-impact graphics while controlling ink costs. Full high-graphic services available upon request.



Project Management

Our Project Managers will effectively manage your project from start to finish - concept development, pre-flight, pre-press, electronic proofs, mock-up services and specified substrate samples that meet your desired go-to-market timeline - we've got you covered.

Product Specs

GP Hummingbird's digital pre-print solution offers many compelling advantages for a variety of packaging needs:

- Full-color gamut that extends well beyond traditional offset capabilities
- Small to largest-format ink-jet printing
- All-aqueous inks and OPVs
- Light-weight to heavy-weight coated and uncoated substrate options available
- Up to 110" digital preprinted roll widths
- Digitally printed sheets with no limit on repeat lengths
- Digitally printed boxes to your specifications





Hummingbird uses a streamlined process to get packaging through production and onto the shelf

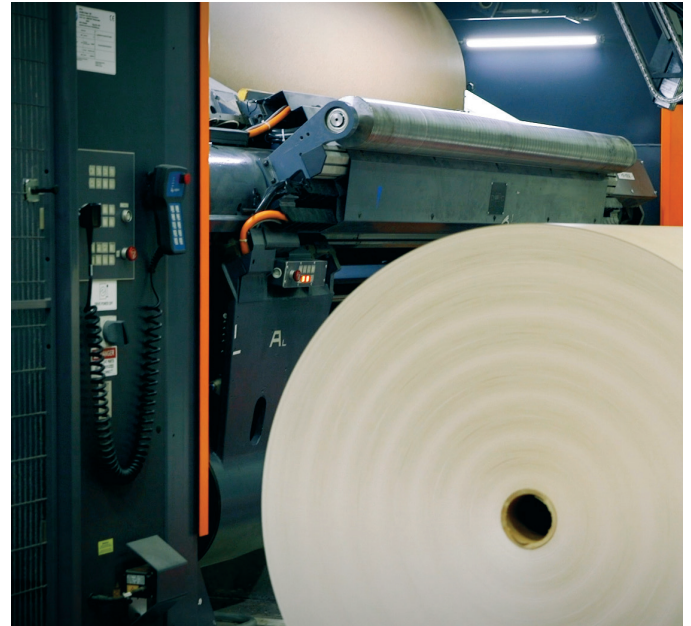
Supply Chain

With Hummingbird digital supply chain options – rolls, sheets or finished boxes – you can achieve shorter lead times, lower initiation costs, lower minimums, and have made-to-order runs, leading to minimal inventory and maximum impact.

With low minimum order quantities, you can take control of your supply chain and cash flow by reducing waste and obsolescence in your inventory and warehouses. Quickly react to evolving trends or unexpected market changes with your order flexibility through Hummingbird.

Hummingbird manufacturing flexibility provides a new alternative to conduct in-market package testing, analyze consumer data to increase your brands growth, and introduce new consumer products.

As part of GP Corrugated, Hummingbird has access to the very latest in packaging testing capabilities through the state-of-the-art Georgia-Pacific Innovation Institute®.



Versioning and Dynamic Batching

Hummingbird's versioning capability means you can combine a variety of SKUs to optimize your print runs.

Versioning helps deliver on lean manufacturing goals and reduces cost by allowing you to order only what you need, when you need it.

Hummingbird can easily provide customizations, seasonal promotions, and regional campaigns to meet your sales, product and omni-channel goals.

SmartLine technology is the digital print capability to run different structures on the same web layout.

Hummingbird can provide variable data options, such as product traceability, direct or discreet QR codes, customer call to actions, augmented reality engagement and more.



gphummingbird.com