

## Design Distributors'© HP T-240 Digital Web Press

REACH YOUR CUSTOMERS  
FASTER & MORE  
EFFECTIVELY UTILIZING  
THE VERY LATEST IN WEB

- ✓ VERSATILITY
- ✓ SPEED
- ✓ CUSTOMIZATION
- ✓ ONE-TO-ONE  
PERSONALIZATION
- ✓ REDUCES CYCLE TIME
- ✓ REDUCES VERSION &  
START-UP COSTS
- ✓ ELIMINATES INVENTORIES
- ✓ INDUSTRY LEADING QUALITY
- ✓ SAVES MONEY
- ✓ IMPROVES ROI
- ✓ GREATER CREATIVE  
FREEDOM

LEVERAGE THE HP T240 HD  
WEB PRESS' TECHNOLOGY TO  
ACHIEVE SUCCESS FOR YOU  
& YOUR CLIENTS.



  
**DESIGNDISTRIBUTORS** INC.

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**DESIGN  
DISTRIBUTORS** INC.

THE FULL SERVICE  
DIRECT MAIL COMPANY  
THAT IS INNOVATING  
PRINTING AND  
DIRECT MAIL.



PRESENTING THE

**HP PageWide  
Web Press  
T240 HD**

## DESIGN DISTRIBUTORS CONTINUES A HISTORY OF INNOVATION & PERFORMANCE FOR OUR CUSTOMERS.

*Regardless of your industry, ensuring information about your products and services reach consumers and potential customers, in the most effective and efficient way possible, is a core mission of any successful direct marketing campaign.*



Family owned and operated, with more than 50 years of experience, Design Distributors possesses the knowledge, skill set and vision to not only craft and execute exceptionalism within direct mail initiatives, but the proven track record of surpassing clients' expectations, each and every time.

A key component of our strategy has been constant innovation and evolution. We consistently invest in the latest and most proficient technology and equipment to provide optimal results, which is why we'd like to introduce you to the HP PageWide Web Press T240 HD.

### Variable Data Printing for Personalized, One-to-One Communication

Change words and images on the fly or on-demand, without stopping printing, to create customized mail pieces that speak directly to recipients.

### Customers Crave Connectivity

Today's consumers expect—no, demand—products, services, and shopping experiences specifically tailored to meet their individual lifestyles and needs. The T240 HD's supreme versatility makes such customized branding a reality.



### Improved Quality & Efficiencies

No matter the size, volume or specifications of your direct mailing project or marketing campaign, this groundbreaking thermal inkjet provides easy, on-demand customization—saving time, money and reducing waste.

With unrivaled customization capabilities, exceptional color productivity, and speeds up to 500 feet per minute in performance mode and 250 feet per minute in quality mode, it truly is a break from the traditional printing press model.

### Faster Speed to Market with Industry Leading Quality

PERFORMANCE  
MODE - UP TO

**500**

Feet Per Minute

QUALITY  
MODE - UP TO

**250**

Feet Per Minute

Speed matters almost as much as results. **We said almost.** The T240 HD enables easy, expeditious adjustments, and eliminates associated delays.

**All this speed at 1200 DPI.**

### Extraordinary Results

**The HP PageWide Web Press T240 HD helps you and your clients win the battle for attention at the mailbox.**

Design Distributors enables you to use fully variable direct mail pieces to increase response rates and improve ROI. This state-of-the-art technology can revolutionize your direct mail efforts by lowering cost, increasing response, and reducing cycle time.