

# HP Indigo Try Buy Scheme

HP has announced the HP Indigo Try Buy Scheme whereby PSPs are able to rent an HP Indigo 5500 or HP Indigo 3500 digital press for a set figure per month over an 18 month period. At the end of the rental period the PSP can either return the press to HP or buy it and receive equal value invested throughout the lease as a discount off the original purchase price.

Unveiling the offer Shane Lucas, Director HP Graphic Arts South Pacific said that now was an ideal time to foster growth in the digital print market. "The Federal Government is urging the creation of new jobs and investment in capital equipment. We believe this initiative will help facilitate growth in the print sector by enabling PSPs to test the waters of the digital print market without having to make a long term financial commitment. It will also allow PSPs to take advantage of the

government's 30% tax allowance on new equipment."

"We are confident that once PSPs enter the digital print market they will discover the growth possibilities for their own business and experience first hand the cost benefits and real value of investing in digital print. This will in turn create the opportunity for employment and bring more people into the printing industry."

"This initiative supports HP's belief that the digital print market is capable of strong, sustainable growth well into the future. The whole world is moving to the digital platform and those who embrace digital print technology today will continue to reap the benefits for years to come," he concluded.

To find out more about this offer contact Rob West at HP on [rwest@hp.com](mailto:rwest@hp.com)