



Variable Data Printing

Create unlimited unique variations of your label design

HP Mosaic is a dynamic personalization option for HP's SmartStream Designer software. The HP Mosaic plugin enables a high-resolution "seed" design pattern to be enlarged, rotated, scaled and moved to create unlimited variations of print-ready artwork — automatically. The resulting print files can then be printed on an HP digital printing press to create truly unique versions of the base design pattern.

A New Way to Grow Your Sales

For the first time, it's possible to create labels for consumer products that are essentially one of a kind. Each label has the look of a custom piece with colors and details that are randomly assigned by the software. The more complex and colorful the original seed pattern, the more stunning the results.

This variable data printing technique takes shelf appeal to an entirely new level. Imagine the impact of displaying products — side by side — that have unique label designs and colors. Everything is driven by the original seed design and conforms to your brand. However, the visual effect is similar to hiring a graphic artist to design each individual label.

For Nearly Any Type of Label

- Flexible packaging
- Pressure-sensitive
- Shrink sleeves

Opportunities in Any Market

- Cannabis
- Cleaning supplies
- Food and beverage
- Health and beauty
- Pet food
- Pharmaceuticals
- Wine and spirits

