

ANRO PRINTS MATERIALS FOR HP BOOTH AT CANNES ADVERTISING FESTIVAL

June 25, 2010 – West Chester-based printer and digital communications company **ANRO Inc.** was recently selected to produce the **wide format graphics** and accessories for HP's Young Lions Den Lounge at the **Cannes Lions 57th International Advertising Festival**.

The Cannes festival is a global meeting place for professionals in the communications industry. The **Young Lions competition** recognizes the work of up-and-coming advertising professionals from around the world.

HP and Advertising Agency BBDO Atlanta commissioned ANRO to produce wide format graphics and accessories for HP's **Young Lions Den Lounge** at the festival. The materials were printed on **ANRO's HP FB6100 large format printer** on a variety of materials including cotton and poly-satin fabrics, bamboo wallpaper, Dibond, clear, frosted and white acrylic, canvas-textured vinyl, and wood veneer.

One of the primary reasons ANRO was selected to produce these materials was the company's ability to print with white ink. Using the **HP FB6100's white ink system**, ANRO can print on non-opaque materials such as clear acrylic, while still maintaining the integrity of the image. White ink is also often used on the reverse side of a non-opaque material to give the front image added depth and enhanced effect, or as a spot color to reproduce the white elements in an image.



Graphic panels and accessories printed on a variety of materials.



Tabletop printed with white ink on clear acrylic.

ANRO's FB6100 can print on virtually any substrate, including roll-fed materials up to 87 inches wide and a huge variety of rigid materials up to 6.5 feet by 10.5 feet. Its fast-drying UV curable inks offer vivid colors, 8-color capability and a print resolution of up to 1,270 x 800 dpi.

ANRO's Wide Format division also boasts an HP z6100 – a 60-inch-wide roll-fed printer that delivers the highest quality and resolution available in large-format printing – as well as a range of laminating and finishing equipment.

[Click here to view video footage of the Young Lions Den:](http://www.youtube.com/watch?v=KXUygc1xtOc)
<http://www.youtube.com/watch?v=KXUygc1xtOc>

About ANRO

ANRO Inc. is a full-service communications partner specializing in commercial printing, direct mail and digital communication services. Their comprehensive capabilities include: single through nine-color conventional offset printing, wide format production, package prototyping and printing, color digital and variable data printing, black & white digital publishing, prepress, finishing, direct mail, inventory and fulfillment, online print management programs, and digital communication services that include personalized websites (PURLs), dynamic email and text messaging.

