

Application Story

Hemlock Printers and HP Indigo
bring environmental storytelling to
life with Winnie the Pooh



The story

Objective:

Bring to life a creative campaign for eco-conscious toilet paper brand 'Who Gives a Crap'

Solution:

Hemlock Printers, a North America-based print service provider, leveraged the **HP Indigo 100K** technology to print the "Deforested Edition" of the famous children's story Winnie the Pooh, reimagines the 1926 original with poignant illustrations of tree loss, underlining the environmental impact of traditional toilet paper production, most which of is made from cutting down trees.

Results:

The Deforested Edition has earned Hemlock Printers the 2024 Canadian Printing Award for Most Environmentally Progressive Printing Project.



Why HP Indigo?



Winnie The Pooh: The Deforested Edition was made from **100% recycled paper** and board, with covers crafted from EU REACH-certified cotton.

The HP Indigo 100K ensured that the book's production aligned seamlessly with the campaign's sustainability goals thanks to:

- The ability to handle a wide range of substrates
- Premium-quality results without the need for aluminum plates.
- Reduced paper waste, faster turnaround, and flexible batch sizes

“The HP Indigo 100K press has enabled us to achieve outstanding print results in the most efficient way possible. It allows us to maintain the highest quality standards, quick production turn-times while minimizing waste, making it the perfect solution for our business needs without any compromise on excellence”

Daren McKewan,
VP of Manufacturing , Hemlock Printers.