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Nevsky Plakat increases output volumes thanks to HP Latex Printing Technologies

“We discovered HP Latex Printing Technologies and decided to purchase the HP Latex 850 Printer. With a print width of 3.2 m, it enabled us to use a variety of substrates. HP Latex Inks are non-combustible,² odor-free prints are ideal both for outdoor and indoor applications. The product can be shipped as soon as it is printed. The high elasticity of the inks prevents cracking during the assembly of prints and ensures longevity for transport designs.” – Galina Savelyeva, co-owner and director, Nevsky Plakat (Russia)



Chun Sung Adcom selects HP Latex Printing Technologies for its competitive color, sharp print quality, and scratch resistance³

“If you have five solvent printers running, you need five workers, but with HP Latex printers, even with the same ratio of employees to printers, you’re saving on costs for four employees. In addition, printing with a single machine provides consistent results, but a group of five printers will rarely all be in the same condition, resulting in mismatched colors. Using the HP Latex 3000 Printers, the boost in productivity doesn’t just decrease the manpower required to complete orders, it also improves consistency by concentrating the output on one or two machines.” – Andrew Seo, CEO, Chun Sung Adcom (Korea)



All Star Signs enjoys faster production and more vibrant prints with HP Latex printers compared to its solvent equipment

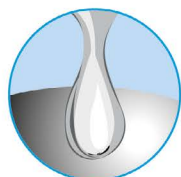
“The HP Latex 360 Printer is an absolute joy! It produces superior print quality three times faster than our old device across a huge variety of media. It has transformed how we work and increased our productivity. The quality delivered by the HP Latex 360 Printer is far superior to that of a solvent printer. The colors are more solid, whereas they often appeared pixelated on the old machine. It’s easier to color match, while the fidelity and consistency are outstanding.” – George Beitner, owner and founder, All Star Signs, Inc (US)

HP Latex Technology

More applications. Same-day delivery. Keep costs low.

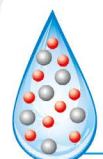
Water-based HP Latex Technology is unique, delivering a combination of true application versatility, high image quality and high productivity, and a sustainable approach that's better for your operators, your business, and the environment.⁴

HP Latex Printing Technology



HP LATEX Inks are water based

COMPOSITION



Pigments to form the image

Latex particles for durability

Ink vehicle (water and additives)

FEATURES

High quality image

Wide color gamut

High scratch resistance on SAV and PVC banner³

APPLICATIONS

PAPER

BANNERS

BACKLITS

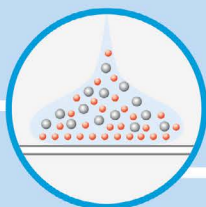
SELF-ADHESIVE VINYLs

CANVAS

DURABLE TEXTILES⁵

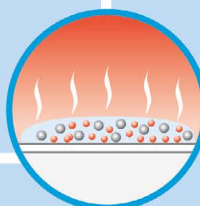
WALLCOVERINGS

PROCESS



INK EJECTION

Ink drop is ejected from the printhead to form a colored dot; ink vehicle softens the surface of vinyl for good colorant adhesion



DRYING

Water is evaporated from the ink film



CURING

Latex particles form a durable layer protecting the colorant

PRINTS ARE DRY AND READY FOR USE



SUSTAINABILITY

NON-COMBUSTIBLE²



NON-FLAMMABLE²



NO HAZARD WARNING LABELS



NO SPECIAL VENTILATION⁶



ODORLESS PRINTS



NO HAPs⁷



NICKEL FREE⁸



■ Odorless prints go where solvent can't, like healthcare environments



■ No special work zone ventilation is required⁶

■ Water-based HP Latex Inks meet a range of stringent human health criteria^{9,10}



HP Latex Technology—the first choice for flexible sign and display graphics

The large-format printing industry offers a wide choice of ink and printhead technologies, each with its own characteristics.

HP Latex Technology is unique, combining more advantages into one technology than any competitive alternative—and making HP Latex Technology the first choice in today's market for printing flexible sign and display graphics.

Water-based HP Latex Technology delivers a versatile range of applications—with high image quality and high productivity—using a sustainable approach that's better for your operators, your business, and the environment.⁴

The unique advantages of HP Latex Technology

True application versatility

Grow your business in any direction—from high-quality indoor to economical outdoor applications:

- Compatible with many coated and uncoated substrates
- Outdoor durability up to 5 years laminated, 3 years unlaminated¹¹
- Prints come out dry and ready to be used—no dry time, no delays
- Scratch-resistant prints³ minimize risk of damage with finishing, installation
- A wide color gamut—plus a smooth finish that conforms to the media surface¹²
- A flexible ink layer resists scratching³ and cracking

High image quality and high productivity

Get the color, quality, and consistency you expect—and day-one image quality with every print:

- High image quality at high speed
 - see fine details and smooth transitions with HP Latex printheads providing 1200 dpi native resolution
 - get the color you expect with the embedded spectrophotometer delivering color consistency ≤ 1 dE2000¹³
- High image quality at high productivity
 - see high image quality even in the fastest print modes with HP Latex Optimizer that interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print
 - the Optical Media Advance Sensor (OMAS) minimizes banding even at the highest levels of productivity
- High image quality throughout the life of the printer
 - enjoy low-maintenance printing with automatic drop detection and nozzle replacement
 - keep day-one image quality by replacing the printheads yourself in a few minutes, without a service call

End-to-end sustainability—a better approach

HP Latex Technology delivers all the certifications that matter to your operators, your business, and the environment:⁴

- Better for printing companies and print operators—using water-based inks eliminates exposure to inks with hazard warning labels and high solvent concentrations, and simplifies ventilation, storage, and transportation requirements
- Better for the end-customer, enabling more differentiation—odorless prints go where solvent and UV-curable can't
- Better for the environment—from the energy efficiency of the printer to sustainable sourcing practices for media to recyclable ink cartridges,¹⁴ HP is designing end-to-end sustainability into large-format printing, offering a number of EPEAT® Bronze registered printers designated for reduced environmental impact¹⁵



HP Latex applications

Do the same you do today—and more

With HP Latex Technology, you can produce the same traditional signage jobs you do today, and you can also bring new revenue to your business.

Outdoor and event banners



- High-quality results with scratch resistance comparable to hard-solvent inks on SAV and PVC banner³
- Outdoor display permanence up to 3 years unlaminated, up to 5 years laminated¹¹

Point-of-purchase posters



- Great results on all types of paper, including low-cost uncoated papers and traditional offset papers

Light boxes



- Produce high-resolution prints up to 1200 dpi
- Vibrant, saturated colors

Durable textiles⁵



- Print on a range of textiles such as polyesters and natural fibers
- Good "dry rubbing" / "crocking" resistance per ISO 105-X12¹⁶
- Enables many soft signage applications

Vehicle wraps and graphics



- Laminate right after printing—no need to wait for prints to dry
- Flexible ink layer conforms to complex surfaces
- Gain peace of mind with the 3M™ MCS™ Warranty for finished graphics using a system of matched components, including select HP Latex Inks and HP Latex printers.¹⁷ You're covered with credit or replacement of all 3M materials. See 3Mgraphics.com.
- All HP Latex printers and HP Latex Inks are covered by the Avery ICS Performance Guarantee that provides written assurance on performance.¹⁸ See graphics.averydennison.com

Traffic signage



- Sign on with the digital traffic signage production solution from HP using 3M™ Reflective Sheeting including:¹⁹
 - Temporary regulated traffic signs printed with black HP Latex Ink only.
 - Permanent regulated traffic signs printed with black HP Latex Ink only.
 - Non-regulated reflective signs printed on color sheeting with black HP Latex Ink only.
- 3M™ Reflective Sheeting and black HP Latex Ink printed on HP Latex 300 series printers are tested to work together as a digital printing system of sign-making components that produce consistent quality and performance.¹⁹ See 3m.com/digital4traffic

Decorative printing applications



- Print a wide range of decorative applications from wallcoverings and canvas to wall decals and window coverings
- Odorless prints meet high environmental and health standards—ideal for hotels, restaurants, schools
- The free HP WallArt Suite includes access to a vast library of high-quality images, designs, and artwork from market-leading partners, visit hpwallart.com¹



Media offering for HP Latex Inks

Expand your offering

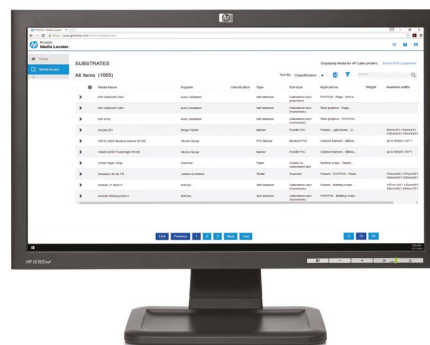
Now it's easier than ever to find the breadth of compatible substrates needed for any print job—from optimized HP media engineered with ColorPRO Technology to certified substrates from a wide range of media suppliers—for the entire portfolio of HP Latex printers.

Media Certified for HP Latex Inks²⁰

With the help of the Media Certification Program, you can easily find media certified as compatible with HP Latex Inks from a wide range of recognized media suppliers worldwide. Explore all the new application possibilities with new profit potential for your business using certified media—and reduce the ramp-up time associated with testing media yourself.

Certified for
HP Latex Inks

Find a comprehensive list of all latex compatible media along with finished color profiles and printer settings at hp.com/go/mediasolutionslocator.



HP media solutions

HP offers an extensive range of printing materials designed together with HP Latex Inks to deliver high-quality, durable output. HP's broad portfolio of large format printing materials, from photo papers to banners to backlit materials, are designed to enable the right print the first time and every time. Designed together with HP Latex Inks and printers for optimal image quality, consistency, and reliability.

For more detailed product and ordering information, see HPLFMedia.com.



Media with ColorPRO Technology

The ColorPRO Technology trademark represents a quality standard for color excellence in digital printing. All materials that carry the ColorPRO Technology logo are designed together with HP Latex Inks and HP Latex printers and demonstrate visibly enhanced print quality, delivering professional quality and striking results.

For more information about the ColorPRO Technology Program, please see colorprotechnology.com.





HP Latex Technology and the environment

End-to-end sustainability—a better approach

HP Latex Technology has fundamentally changed the environmental profile of signage printing. With an end-to-end approach, HP continues to set the standard for more sustainable large-format printing.

Recognized as one of the most sustainable companies in the world,²¹ HP has the commitment and the scale to address current—as well as anticipated—environmental requirements, and to continue leading the change in signage printing.²² By working closely with our partners and customers, and closely managing each component of the printing system (printer, inks, and printheads), we can design and deliver products that provide an end-to-end large-format printing solution that's better overall:⁴

- Better for printing companies and print operators
- Better for the end-customer, enabling more differentiation
- Better for the environment

HP Latex Technology carries a broad set of credentials addressing the full spectrum of environmental concerns from ink chemistry and indoor air quality—for both print production and display—to lifecycle considerations that earn recognition for products as environmentally preferred overall.

HP Latex Technology delivers all the certifications that matter to your operators, your business, and the environment⁴



UL ECOLOGO®⁹



UL GREENGUARD GOLD¹⁰



EPEAT®¹⁵



HP Planet Partners Program¹⁴
HP Large Format Media take-back program²³



The mark of
responsible forestry
FSC®²⁴

Table 1 - Attributes of competing ink technologies

Third-generation HP Latex Inks enable a healthier environment,⁴ inside and out, based on comparison of other ink technologies and publically available information. The entries in Table 1 compare HP Latex Ink technology to competitors with leading market share as of December 2013. Entries are based primarily on analysis of published MSDS/SDSs²⁵

accompanied by HP internal analysis and evaluation where needed. Performance of specific attributes may vary by competitor and variations in ink formulation within a printer product line. The results in Table 1 clearly demonstrate that third-generation HP Latex Inks offer a healthier solution than competing ink technologies in commercial large-format print production.

Attributes	HP Latex Inks	UV-curable ink	"Eco-solvent" ink-2	"Eco-solvent" ink-1	Hard-solvent ink
Print odor	Odorless	Low odor	Slight odor	Slight odor	Solvent odor
Special ventilation required⁶	None	<i>Typically none for this ink category.</i>	None	None	<i>Typically required for this ink category.</i>
Cleaning fluids: health hazards labels	Cautionary statement only: Contact with skin and eyes may result in irritation. No "R" phrases.	Xi; R36/R38 Irritating to eyes and skin.	Cleaning cartridge, Ink cleaning kit: Skin corrosion/ irritation; Hazard category 2	May be harmful if swallowed. Causes skin irritation. Causes serious eye damage.	Xn; Xi; R36/R66/R67. Irritating to eyes. Repeated exposure may cause skin dryness or cracking. Vapors may cause drowsiness and dizziness.
Ink health hazards labels - general handling	Cautionary statement only: Contact with skin and eyes may result in irritation. No "R" phrases.	Xi; R36/R37/R38. Irritating to eyes, respiratory system, skin.	Skin corrosion/ irritation; Hazard category 2, CA Prop 65: toluene 108-88-3 <0.03% by weight of proprietary organic materials.	May be harmful if swallowed. Causes skin irritation. Causes serious eye damage. May damage fertility or the unborn child.	Xi; R36 Irritating to eyes R36. Xn harmful if inhaled or swallowed.
Flammability/ combustibility	FP > 93.3C	White FP > 90C, others > 95C	Inks > 74.4C, cleaning kit FP > 70C	FP > 71C	R10 flammable
HAPs free (inks and maintenance fluids)	None according to EPA Method 311	Claims "UV inks generally do not contain HAPs"	B, C, M, Y, cleaning cartridge, ink cleaning kit: Section 15 lists 112-36-7 and 1002-67-1 as CAA 112 HAP	<i>Ink category typically contains HAPs.</i>	<i>Ink category typically contains HAPs.</i>
VOCs: inks, pre- and post-treatments	231 g/L – 294 g/L	Claims "No VOCs"	<i>Typically above 800 g/L for this category of ink.</i>	C, M, Y, K, Lc, Lm: 920 g/L, White: 800 g/L, Silver: 930 g/L	<i>Typically above 800 g/L for this category of ink.</i>
VOCs: maintenance fluids	241 g/L	60-100% is 2-(2-ethoxyethoxy) ethyl acetate (112-15-2)	<i>Typically above 800 g/L for this category of printer.</i>	Cleaning fluid > 940 g/L	<i>Typically above 800 g/L for this category of printer.</i>
Waste profile labels for inks	None	R52/53 Harmful to aquatic organisms may cause long-term adverse effects in the aquatic environment.	Copper content < 3,400 ppm	No information	<i>Typically hazard labels required for this category of ink.</i>
UL GREENGUARD GOLD	Yes	Yes	No	Yes	No
UL ECOLOGO®	Yes	No	No	No	No
Recyclable consumables	Yes	No	No	No information	No

Legend: Entries in Table 1 are color-coded by relative ranking of health and environmental attributes as follows:

 Green - highest  Gray - moderate  Red - lowest

Note: Ranking by HP R&D. Cells with entries in italics represent the results of HP internal analysis.



Better for printing companies and print operators

Using water-based inks eliminates exposure to inks with hazard warning labels and high solvent concentrations, and simplifies ventilation, storage, and transportation requirements.

UL ECOLOGO® Certification⁹

UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria including testing for heavy metals content and solvents, requirements for low VOC content levels, and product recyclability. HP is the only large-format digital printing manufacturer to earn ECOLOGO® Certification for latex printing as of January, 2016. See ul.com/EL

Become an HP Ecosolutions Trained Printing Company

The HP Ecosolutions Trained Printing Company program helps you gain new knowledge to assist clients looking for wide-format graphics solutions with a reduced environmental impact. Start with convenient, downloadable training. Learn about the key factors that influence printing more sustainably, and how to communicate your sustainable printing efforts. At the end of the training, your staff can download a customized certificate of completion that you can add to your eco-labels. Then you can use the program icon to promote your business and connect with new clients. The training is available online at the HP Latex Knowledge Center: hp.com/communities/LKC

Better for the end-customer, enabling more differentiation

Deliver more applications and differentiate your business with odorless prints—ideal for sensitive indoor environments like schools and hospitals—that go where solvent and UV-curable can't.

UL GREENGUARD GOLD Certification¹⁰

Water-based HP Latex Inks are certified to standards for low chemical emissions into indoor air. The UL GREENGUARD GOLD Certification indicates that products—including inks, printed substrates, and the combination of both for indoor applications—contribute to healthier indoor environments by minimizing potential exposure to airborne chemicals. HP Latex Technology is certified to the maximum level which includes wallcovering applications. See ul.com/gg

Better for the environment

From printers designed to minimize the environmental impact of printing through manufacturing, use, and disposal to developing and sourcing sustainable substrates, HP is designing end-to-end sustainability into large-format signage printing:

- Select HP Latex printers are **ENERGY STAR® certified**—demonstrating superior energy efficiency
- Select HP Latex printers are **EPEAT® Bronze registered¹⁵**—helps identify “greener” electronic components meeting rigorous criteria across the complete product lifecycle, see epeat.net
- **Product return and recycling program^{14,23}**—free and convenient return and recycling of used Original HP ink cartridges, printheads,¹⁴ and HP large format printing materials,²³ see hp.com/recycle
- **FSC®-certified papers²⁴**—signifies media that supports the development of responsible forest management worldwide, see fsc.org

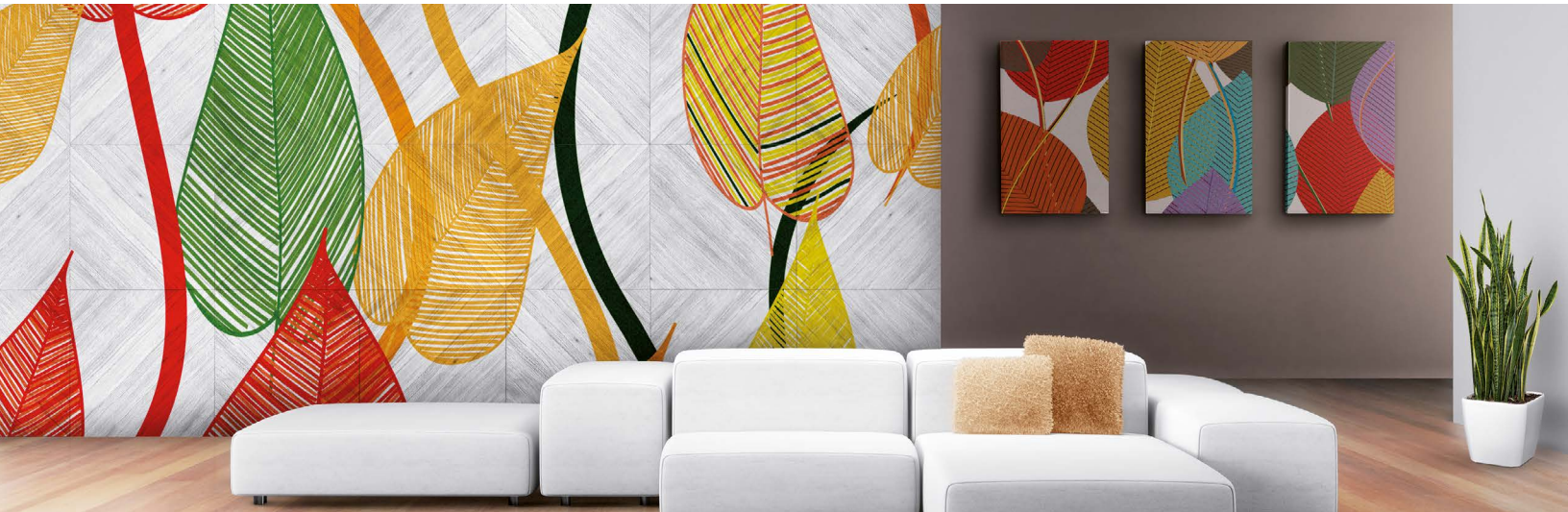


Trained Printing Company
HP Latex Printing Technologies

The HP Latex printing solution for wall decoration

Start bringing in new revenue

The opportunity is all around you. Today's commercial and residential spaces are full of exciting design and customized interior wall decoration is in demand. Add new high-margin applications—including feature walls, customized projects, or canvas—and see how digital wall decoration can provide your business with the opportunity to capture a new profit pool.



Wallcovering certifications



Demonstrate compliance with international wallcovering industry standards

- Deliver your wallcoverings with confidence—prints produced with HP Latex Inks meet many international wallcovering industry standards
- HP Latex prints meet the EN233 standard for washability and colorfastness²⁶
- HP Latex prints meet the Euro class standard Class B4 for flame retardant²⁶
- HP Latex prints carry the CE Mark²⁶
- HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics²⁶—for prints produced with HP Latex Inks on specified media

Environmental & health certifications



Provide reassurance

- HP Latex Ink prints meet a range of stringent human health criteria^{9, 10}
- HP Latex Inks have achieved UL ECOLOGO^{®9} and UL GREENGUARD GOLD Certification¹⁰
- Create wallcoverings that meet AgBB criteria²⁷ and are rated A+ per Émissions dans l'air intérieur²⁸
- UL GREENGUARD GOLD Certified¹⁰ prints on FSC[®]-certified paper can help building owners obtain LEED credits²⁹
- HP PVC-free Wall Paper is FSC[®] certified²⁴
- Eco Mark Certified HP 831 Latex Ink Cartridges demonstrate reduced environmental impacts as compared to similar products³⁰

For more information on HP large format printing materials, visit: HPLFMedia.com



The mark of responsible forestry



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL 2801



PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. UL.COM/GG UL 2818

Create your own digital wall decoration solution with the help of HP

Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.



Professional content source



Easy access to professional content directly from the HP WallArt Suite¹

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it's easy to buy content directly from the HP WallArt Suite¹

Advanced graphic design



Advanced graphic design and file preparation to print

- Enhance job creation, improve color management, and increase efficiency with design tools from a market-leading partner, AWA
- Reach completion in record time—reduce the complexity of working with repeat patterns

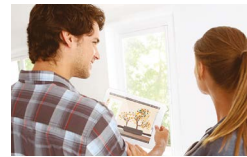
Customized wall layout



Simple, efficient, and collaborative solution for creating customized wall decoration

- Boost your wall decoration opportunity with the easy-to-use, cloud-based HP WallArt Suite¹
- HP WallArt simplifies the entire process from image selection and wall layout to print and installation¹
- HP WallArt is free¹

Onsite, realistic preview



See just how the final project will look, on your tablet³¹

- Live the design before making the final decision—using the HP WallArt tablet app,³¹ your customers can design onsite, using pictures of the actual wall
- Take a picture of the actual wall and see a realistic preview of the finished design
- The HP WallArt tablet app³¹ is free¹

File ripping



AWA RIP, integrated into your workflow

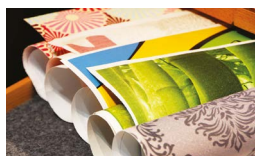
- Get more color control, help accelerate ripping time, and gain integrated workflow efficiencies from a market-leading partner, AWA
- From file preparation to printing, AWA design software enables a seamless workflow



Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.



Media compatibility



Offer exciting new applications with a broad media range

- Differentiate your products—print on a wide range of specialty substrates including deep embossed, textured, or metallic coated media
- Choose among HP large format printing materials and a wide range of media Certified for HP Latex Inks²⁰
- Save ramp-up time associated with testing media yourself—find your media solution at: hp.com/go/mediasolutionslocator

Proofing and short runs



Print proofs directly on the production substrate—and make the decision on final colors much easier

- With the HP Latex 300 Printer series using HP Latex Technology, you can print proofs or samples directly on your own production media for more realistic samples
- Using HP Latex Technology, you can eliminate color issues with proofing on graphics paper

24/7 production



High-volume, 24/7 production printing—on demand

- Gain industrial speed and efficiency with the HP Latex 500 Printer series, HP Latex 1500 Printer, and the HP Latex 3000 Printer series, using HP Latex Printing Technologies
- Achieve true-to-life results with a wide color gamut and vivid colors up to 1200 dpi
- Reduce running costs—print unattended overnight runs at true production speed

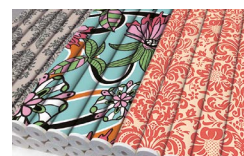
Automatic panel cutting



Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with automatic, accurate panel cutting from a market leader, Fotoba International
- The XLD170 WP model is a proven automatic cutting device designed for wallcovering panels

Automatic winding system



Automatically rolled wallcoverings

- Deliver wallcovering rolls while reducing labor costs and increasing efficiencies with the automatic winding system from a market leader, Fotoba International
- Get final rolls, ready to be packed, directly from the cutting device

Our solution partners:



patterndesigns.com



fotoba.com



fotolia.com



avacadcam.com

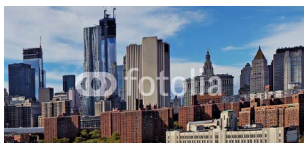
The HP Latex printing solution for canvas

Help grow your business

Today's consumers want unique, personalized items. High-quality digital imagery is easy to access. And it's easy to explore and purchase online. Use the advantages of HP Latex Technology to help you capture new profit pools with canvas applications. Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.



Professional content source



Easy access to professional content directly from the HP WallArt Suite¹

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it's easy to buy content directly from the HP WallArt Suite¹

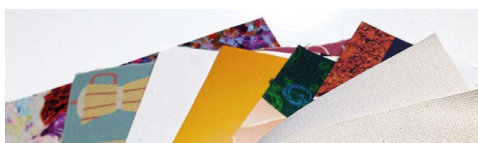
File preparation



The HP WallArt Suite¹ enables greater efficiencies

- Save time with automatic file preparation for gallery-wrap canvases
- Stretch marks make it easy to align your canvas print with the stretching bars
- This solution automatically takes care of canvas file preparation for generation of multi-panel prints

Media compatibility



Offer exciting new applications with a broad media range

- Provide more choice among a wide range of media designed for canvas printing including cotton and polyester fabrics, gesso coated canvases, and inkjet coated canvases
- HP offers several canvas materials specifically designed for HP Latex printers including HP Everyday Satin Canvas and HP Premium Satin Canvas (see HPLFMedia.com)
- Easily find canvas substrates certified as compatible with HP Latex Inks from a wide range of recognized media suppliers worldwide; find finished color profiles and printer settings at hp.com/go/mediasolutionslocator
- To reduce the challenges associated with using new substrates, an independent testing agency tests canvas compatibility with HP Latex Inks and HP Latex printers for certified canvas with the Media Certification Program for HP Latex Inks²⁰

Certified for
HP Latex Inks



Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.



Low-volume canvas printing



From one unique canvas job to another—deliver versatile printing capabilities

- Take advantage of affordable, easy-to-use HP Latex 300 series printers, ideal for sign shops, copy shops, or print service providers



Mid/high-volume canvas printing



Gain industrial speed and efficiency with the HP Latex 500 Printer series, HP Latex 1500 Printer, and the HP Latex 3000 Printer series

- Reduce running costs—print unattended overnight runs at true production speed
- Move straight from production to cutting and stretching—no dry time required



Automatic cutting



Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with accurate, automatic cutting of prints with help from a market leader, Fotoba International
- To save you time, the HP WallArt Suite¹ automatically places Fotoba cut marks
- Prepare your canvases for the stretching process with an automatic X and Y cut
- Cut in different sizes with a Kongsberg ESKO cutting table



Automatic stretching



Start with manual stretching and move to automatic stretching when you need high productivity

- Boost productivity with pre-assembled stretcher bars and automatic stretcher machines like the fastFrame 1000 Canvas production machine from Imaging Solutions AG
- Use automatic stretching when producing same-sized canvases in high volumes

Our solution partners:



HP Applications Center¹

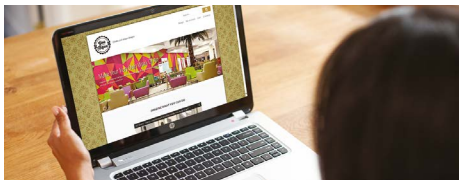
Grow your business with online, easy-to-design large-format printing applications

HP WallArt Suite¹

Bring in new customers with decoration applications

This free, cloud-based solution is designed to help you drive new growth in decorative applications. Bring in new customers with an easy design experience that's also easily integrated into your website. Manage production efficiently with automatic, reliable print-ready PDF generation and tools that help you manage orders and track jobs—and help save time and money.

Grow decorative printing



It's easy to integrate the HP WallArt Suite design and ordering experience into your website.

Choose your web-to-print experience, level of integration

- **Basic** external hyperlink to design and visualization tools
- **Easy, fast integration** with CRM Plugins based on pre-defined templates, with pricing, invoicing
- **Fully tailored solution** with API website integration including online quotes, invoicing, MIS connectivity³²

Easy design in 3 steps



It's never been so easy for consumers to design custom decoration on the web. To enable a simple web design experience, the HP WallArt Suite provides a simulation for each unique environment. The consumer creates and visualizes the design. It's easy and fast—and it's free.

The consumer selects a decorative application from your website, then completes the design in three simple steps.

Streamline production and save time



The HP WallArt Suite helps you streamline your production workflow with tools designed to help you save time.

Track jobs through production

- Dashboard view of activity status
- Automatic, print-ready PDF generation, and installation instructions

Manage your orders

- Process new orders with customer/order details
- Organize orders by customer, or by standard design templates
- Provide pricing by application and media type

Understand customer content preferences

- Upload and organize content themes
- Create exclusive content folders by customer
- Track most frequently used content to create new content offers

Access support center resources

- FAQs
- Tips and tricks
- Leverage HP marketing material
- Send an email request for help

Select from four standalone decorative applications



Wallcoverings



Canvas



Posters



Wall decals³³

Find out more at: hpwallart.com

HP Signage Suite¹

Jump forward by automating your signage production

This free, cloud-based solution is designed to help you drive new business growth with signage applications. From managing incoming customer orders to automatically generating print-ready files directly from your website, the HP Signage Suite provides the tools you need to save time and automate your production of the most common signage applications.

Easy 3-step design with 3D visualization



You've never seen anything like it—as the design takes shape, the project comes alive as you move and rotate it in a 3D view. Complex design tools have now been replaced with fast, easy drag-and-drop for images, text, and logos.

Choose your application

Select a type of application to produce:

- Rollups
- Banners
- Commercial posters
- Stickers & magnets
- T-shirts
- Window graphics
- Floor graphics
- Car stickers
- City lights

Choose your images and customize

Easily access creative content from content providers, links to digital content,³⁴ or your own content library. Work from a pre-defined template, or upload your own design.

Automate and scale up production



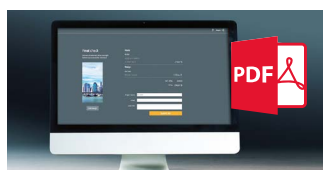
Submit project and print

Save time with automatic quotation. The final project is added into the shopping cart on your website, ready to proceed to the payment step.

The HP Signage Suite helps you automate your production workflow.

- Stay in control with the job management dashboard
- Work with easy PDF installation instructions

Reliable, print-ready PDF generation



Generate error-free PDFs.

- Ready-to-print secure, encrypted PDF files and automatic download through JDF support
- Automatic PDF file versioning control helps avoid reprints
- Prevent the most common errors during the printing process, like missing fonts

The modular HP Signage Suite solution enables easy integration into your website.

Bring in new business online



- Generate demand and grow your business by providing your customers access to the HP Signage Suite from your website
- Bring in orders 24/7 with automated job reception
- Enable easy ecommerce—manage your online pricing through the HP Signage Suite

Choose the level of integration for your web-to-print model

Basic—External link to design and job preview tools

Intermediate—WordPress eCommerce integration into your website for a professional look

Advanced—Fully tailored solution with API ecommerce integration

Select from these signage applications



Rollups



Banners



Commercial posters



Stickers & magnets



T-shirts



Window graphics



Floor graphics



Car stickers



City lights

Find out more at: hpsignage.com

Our solution partners for the HP Applications Center:



pattern design

patterndesigns.com

fotolia

fotolia.com



Adobe

HP Latex Print and Cut Solutions

The true print AND cut solution that saves 50% of the time³⁵

HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage³
- Outdoor durability up to 5 years laminated, 3 years unlaminated¹¹

HP Latex printheads

- See fine details and smooth transitions with HP 831 Latex Printheads providing 1200 dpi native resolution
- Keep day-one image quality by replacing the printheads yourself in a few minutes, without a service call

High-efficiency curing

- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery

Easy maintenance and operation

- Accessible print zone with large window and lights
- Enjoy low-maintenance printing with automatic drop detection and nozzle replacement

HP Optical Media Advance Sensor (OMAS)³⁶

- Precise and accurate motion control of media advance between print swaths

HP FlexiPRINT and CUT RIP

- Print and cut in 5 simple steps, automatically includes the HP Barcode and Optical Positioning System (OPOS)

HP Latex 115 Print and Cut Solution

Start—with this easy, affordable 54-in HP Latex print and cut solution



HP Signage Suite¹

- No design skills are needed, bring your ideas to life in 3 simple steps



Media basket

- Avoid media coming in contact with the floor and organize it when processing multiple jobs; included inbox

For more information, please visit
hp.com/go/latexprintandcut

HP Latex Optimizer

- Achieve high image quality at high productivity
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print



HP Quick Substrate Profiling

- Simplified color management, directly from the front panel, 4-inch touchscreen
- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel



Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match
- Delivers consistent colors to ≤ 2 dE2000³⁷



HP Latex 315 Print and Cut Solution

Grow—with this 54-inch business-ready print and cut solution

HP Latex 335 Print and Cut Solution

Expand—into wider applications with this 64-in true print and cut solution



Automatic cutter

- Cut efficiently and deliver jobs immediately with the automatic X-axis cutter
- For vinyl, paper-based media, and backlit polyester film



HP Barcode system

- Fast job recognition, reliable and unattended high-precision cut



Drag knife technology with cut through

- Enjoy accurate high-speed cutting and cut throughs



Ethernet (LAN) connectivity

- Place your cutter wherever you need and reduce the risk of connectivity issues



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



Eco Mark Certification
Number 14142007

HP 831 Latex Ink Cartridges
Certified by the Eco Mark Office of Japan Environment Association.
Applicable to HP Latex 315 and 335 Print and Cut Solutions only.



HP Latex 115 Printer (1.37 m / 54 in)

**Easy, affordable access to indoor and outdoor
54-in large-format printing**

HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminate use for short-term signage³
- Outdoor durability up to 5 years laminated, 3 years unlaminate¹¹



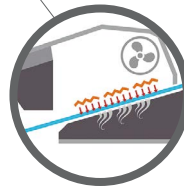
HP Latex printheads

- See fine details and smooth transitions with HP 831 Latex Printheads providing 1200 dpi native resolution
- Keep day-one image quality by replacing the print-heads yourself in a few minutes, without a service call



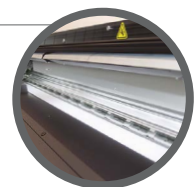
High-efficiency curing

- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery



Easy maintenance and operation

- Accessible print zone with large window and lights
- Enjoy low-maintenance printing with automatic drop detection and nozzle replacement



For more information, please visit
hp.com/go/latex

HP Latex Optimizer

- Achieve high image quality at high productivity
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print



HP Quick Substrate Profiling

- Simplified color management, directly from the front panel, 4-inch touchscreen
- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel



Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match
- Delivers consistent colors to $\leq 2 \text{ dE}_{2000}^{37}$



Automatic cutter

- Cut efficiently and deliver jobs immediately with the automatic X-axis cutter
- For vinyl, paper-based media, and backlit polyester film



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



HP Latex 300 Printer series

HP Latex Optimizer

- Achieve high image quality at high productivity
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print



HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage³
- Outdoor durability up to 5 years laminated, 3 years unlaminated¹¹



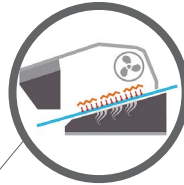
HP Latex printheads

- See fine details and smooth transitions with HP 831 Latex Printheads providing 1200 dpi native resolution
- Keep day-one image quality by replacing the printheads yourself in a few minutes, without a service call



High-efficiency curing

- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery



Easy maintenance and operation

- Accessible print zone with large window and lights
- Enjoy low-maintenance printing with automatic drop detection and nozzle replacement



HP Optical Media Advance Sensor (OMAS)³⁶

- Precise and accurate motion control of media advance between print swaths



Easy, remote online operator training

- Online self-help learning tools—from the basics on how to start operating the printer to tips such as how to grow your business with new applications

Visit: hp.com/communities/HPLatex300



HP Latex 315 Printer (1.37 m / 54 in)

Enter into the HP Latex Sign & Display market with this compact printer



HP Latex 365 Printer (1.63 m / 64 in)

Maximize your versatility with this full-feature



For more information, please visit
hp.com/go/latex



SAI FlexiPrint HP Edition³⁶

- Intuitive SAI FlexiPrint HP Edition RIP included in box



HP Quick Substrate Profiling³⁶

- Simplified color management, directly from the front panel, 4-inch touchscreen
- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel



HP Custom Substrate Profiling⁵²

- Simplified color management, directly from the front panel, 8-inch touchscreen
- Pre-installed generic and HP substrate profile library
- Create custom ICC profiles with the i1 embedded spectrophotometer³⁹

inter

HP Latex 335 Printer (1.63 m / 64 in)

Gain affordable access to outdoor and indoor signage



64 in)
 e printer



Automatic cutter³⁶

- Cut efficiently and deliver jobs immediately with the automatic X-axis cutter
- For vinyl, paper-based media, and backlit polyester film



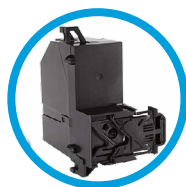
Media handling

- Load rolls up to 42 kg/96.2 lb; up to 25 kg/55 lb on the HP Latex 315 Printer
- Take-up reel included for unattended printing (optional for the HP Latex 315 Printer)



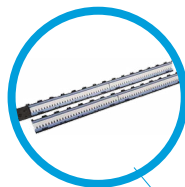
Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match
- Delivers consistent colors to ≤ 2 dE2000³⁷



Spectrophotometer

- Color consistency for balanced production
- i1 embedded spectrophotometer enables automatic calibration³⁹
- Delivers consistent colors to ≤ 2 dE2000³⁷
- Color emulation workflow



Ink collector⁵

- Expand into textile signage, no need to trim off margins
- Print on a wide variety of textiles—including porous textiles—with the ink collector⁵

HP Quick Solutions App⁵²

- Perform actions to optimize image quality
- Direct access from the front panel



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



Eco Mark Certification
 Number 14142007

HP 831 Latex Ink Cartridges
 Certified by the Eco Mark Office of Japan Environment Association.
 Applicable to HP Latex 315 and 335 Print and Cut Solutions only.



HP Latex 500 Printer series

HP Latex Optimizer

- Achieve high image quality at high productivity
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print



HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage³
- Outdoor durability up to 5 years laminated, 3 years unlaminated¹¹



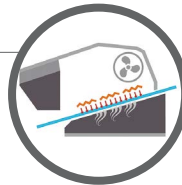
HP Latex printheads

- See fine details and smooth transitions with HP 831 Latex Printheads providing 1200 dpi native resolution
- Keep day-one image quality by replacing the printheads yourself in a few minutes, without a service call



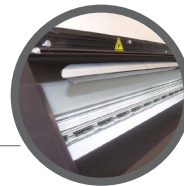
High-efficiency curing

- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery



Easy maintenance and operation

- Accessible print zone with large window and lights
- Enjoy low-maintenance printing with automatic drop detection and nozzle replacement

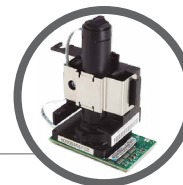


HP Latex 560 Printer (1.63 m / 64

Manage peaks efficiently, rely on highest quality over



HP
Cost-ef



HP Optical Media Advance Sensor (OMAS)

- Precise and accurate motion control of media advance between print swaths
- Controls registration automatically including double-sided prints with automated registration across sides⁴⁰



For more information, please visit
hp.com/go/latex

3-liter high-capacity HP ink cartridges⁴¹

- Enjoy more unattended printing
- Reduce expense with cost-effective 3-liter HP Latex ink cartridges



Printer status beacon⁴²

- Remote visibility of production for more unattended operation



HP Custom Substrate Profiling

- Simplified color management, directly from the front panel, 8-inch touchscreen
- Pre-installed generic and HP substrate online profile library
- Create custom ICC profiles with the i1 embedded spectrophotometer³⁹



Spectrophotometer

- Color consistency for balanced production
- i1 embedded spectrophotometer enables automatic calibration³⁹
- Delivers consistent colors to <= 2 dE2000³⁷
- Color emulation workflow



in)
er time



Latex 570 Printer (1.63 m / 64 in)
 effective production, easily integrated into your fleet

Spindleless system

- Fast media load/unload; load in one minute or less
- Front media loading, easy single operator task



Wiper roller

- Get the high-quality results of high-cost materials on lower cost banners and vinyls with the wiper roller



Heavier rolls

- Run unattended—print 100-m (328-ft) length SAV rolls with heavy roll support up to 55 kg (121 lb)
- Easy operation with the media lifter



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



Eco Mark Certification
 Number 14142007

HP 831 Latex Ink Cartridges
 Certified by the Eco
 Mark Office of Japan
 Environment Association.



HP Latex 1500 Printer (3.2 m / 126 in)

Affordable superwide HP Latex printing

HP Latex Optimizer

- High image quality at high speed



HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner³



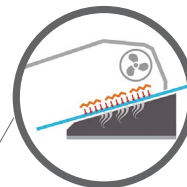
HP OMAS & spectrophotometer

- Reliable print quality—get the color and quality you expect



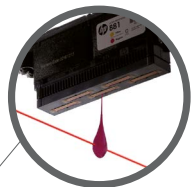
HP Latex printheads

- 1200 dpi resolution—high image quality over the life of the printer



High-efficiency curing

- Instant dry—prints are completely dry immediately after printing



Automatic maintenance

- Automatic drop detection and nozzle replacement



Printer status beacon

- At-a-glance monitoring on a busy production floor



Internal print server

- Efficiently prepare and monitor the job queue



Roll-to-freefall kit (optional)

- Enables the first copies in a long run to be cut and moved to finishing, while still printing the rest



Ink collector kit (optional)

- Print on porous substrates such as mesh banner and porous textiles



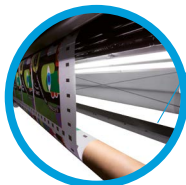
Dual roll kit (optional)

- Double throughput and increase unattendedness when working with self-adhesive vinyl and other rolls up to 1.6 m (63 in)



Double-sided day night kit (optional)

- Easily produce double-sided backlit applications for color-accurate outdoor advertising displays in any light—front or backlit



Media saver

- Preserve media during the loading process and help save money



For more information, please visit
hp.com/go/latex



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



HP Latex 3000 Printer series

HP Latex Inks

Odorless prints, with scratch resistance comparable to hard-solvent inks on SAV and PVC banner³

HP Latex Optimizer

High image quality at high speed

HP OMAS & spectrophotometer

Reliable print quality—get the color and quality you expect

HP Latex printheads

1200 dpi native resolution—high image quality over the life of the printer

High-efficiency curing

Instant dry—prints are completely dry immediately after printing

Automatic maintenance

Automatic drop detection and nozzle replacement

HP Latex 3200 Printer

Respond fast to urgent needs with ve



HP Latex 3600 Printer

Maximize uptime and overnight printing



Internal print server

Efficiently manage the job queue and settings

Printer monitoring tools

Improve operational efficiency with the printer status beacon, HP Latex Mobile,⁴³ HP PrintBeat

For more information, please visit
hp.com/go/latex

Dual roll spindles

Double throughput when working with rolls up to 1.6 m (63 in)



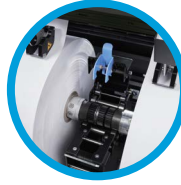
Dual-roll split spindles⁴⁴

Print two rolls in parallel up to 200 kg (440 lb) each; quick, single-operator roll change



Heavy-duty roll handling⁴⁴

Load rolls up to 300 kg (660 lb) and 40 cm (15.75 in) in diameter



Media saver

Preserve up to 1 linear meter each time you load a roll



In-line slitters⁴⁴

Reduce bottlenecks in finishing and achieve quicker turnaround times



Ink collector kit (optional)

Print unlined mesh banner and porous textiles



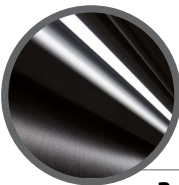
Double-sided day night kit (optional)⁴⁵

Easily produce double-sided backlit applications for color-accurate outdoor advertising displays in any light—front or backlit



Proofing lights

Output and print zone LED lighting for on-the-fly visual inspection



3.2 m / 126 in)
 versatile HP Latex printing



3.2 m / 126 in)
 g with a workhorse printer



* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



Help me choose my HP Latex printer

All HP Latex printers provide the same benefits of high image quality, versatility across a wide range of applications and media types, plus more sustainable printing⁴ with HP Latex Inks.

Selecting the right one for your business is primarily based on your Average Monthly Print Volume (AMPV). Consider your AMPV today, as well as how you foresee volumes growing over the next few years. Also take into account the maximum width of prints you want to produce, as well as the specific media handling capabilities of each printing system.

HP Latex printers



HP Latex 115 Printer



HP Latex 315 Printer



HP Latex 335 Printer



HP Latex 365 Printer

Description	Easy, affordable access to indoor and outdoor 54-in large-format printing	A perfect fit for small spaces, this affordable printer frees up workspace and your operator	Gain versatility and enjoy convenient printing of indoor and outdoor jobs with this affordable printer	Produce high quality for indoors and out at production speeds ideal for handling urgent jobs
Media handling	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel—optional accessory 	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel—optional accessory 	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel 	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel • Double-sided blackout printing⁴⁰ • Ink collector
HP Latex Inks	HP 821 Latex Inks 400-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges
Maximum media width	137.1 cm (54 in)	137.1 cm (54 in)	162.5 cm (64 in)	162.5 cm (64 in)
Maximum media loading	25 kg (55 lb)	25 kg (55 lb)	42 kg (92.6 lb)	42 kg (92.6 lb)
Speed—indoor quality	12 m ² /hr (129 ft ² /hr)	12 m ² /hr (129 ft ² /hr)	13 m ² /hr (140 ft ² /hr)	17 m ² /hr (183 ft ² /hr)
Speed—outdoor plus quality	16 m ² /hr (174 ft ² /hr)	16 m ² /hr (174 ft ² /hr)	17 m ² /hr (183 ft ² /hr)	23 m ² /hr (248 ft ² /hr)
Suggested monthly volume	<250 m ² /month <2,500 ft ² /month	<250 m ² /month <2,500 ft ² /month	250 m ² /month 2,500 ft ² /month	350 m ² /month 3,500 ft ² /month
Maximum duty cycle⁴⁶	1,400 m ² /month 14,000 ft ² /month	1,400 m ² /month 14,000 ft ² /month	1,500 m ² /month 15,000 ft ² /month	2,000 m ² /month 20,000 ft ² /month

HP Latex Print and Cut Solutions



HP Latex 115 Print and Cut Solution



HP Latex 315 Print and Cut Solution



HP Latex 335 Print and Cut Solution

HP Latex Printer

Description	Start—with this easy, affordable 54-in HP Latex print and cut solution	Grow—with this 54-inch business-ready print and cut solution	Expand—into wider applications with this 64-in true print and cut solution
Media handling	Roll feed / take-up reel (optional) / automatic cutter	Roll feed / take-up reel (optional) / automatic cutter	Roll feed / take-up reel (optional) / automatic cutter
Maximum Max. media width	137.1 cm (54 in)	137.1 cm (54 in)	162.5 cm (64 in)
Maximum media loading	25 kg (55 lb)	25 kg (55 lb)	42 kg (92.6 lb)
Speed—indoor quality	12 m ² /hr (129 ft ² /hr)	12 m ² /h (129 ft ² /hr)	13 m ² /hr (140 ft ² /hr)
Speed—outdoor plus	16 m ² /hr (174 ft ² /hr)	16 m ² /hr (174 ft ² /hr)	17 m ² /hr (183 ft ² /hr)
Suggested monthly volume	<250 m ² /month (<2,500 ft ² /month)	<250 m ² /month (<2,500 ft ² /month)	250 m ² /month (2,500 ft ² /month)
Maximum duty cycle	1,400 m ² /month (14,000 ft ² /month)	1,400 m ² /month (14,000 ft ² /month)	1,500 m ² /month (15,000 m ² /month)
Cut width	135 cm (53.1 in)	135 cm (53.1 in)	158 cm (62.2 in)
Maximum cut speed	Up to 113 cm/sec (44 in/sec) diagonal	Up to 113 cm/sec (44 in/sec) diagonal	Up to 113 cm/sec (44 in/sec) diagonal
Accuracy	0.2% of movement or 0.25 mm (0.01 in) whichever is greater	0.2% of movement or 0.25 mm (0.01 in) whichever is greater	0.2% of movement or 0.25 mm (0.01 in) whichever is greater
Cut force	0 to 400 grams of downforce, in 5-gram steps	0 to 400 grams of downforce, in 5-gram steps	0 to 400 grams of downforce, in 5-gram steps

HP Latex Cutter



HP Latex 560 Printer



HP Latex 570 Printer



HP Latex 1500 Printer



HP Latex 3200 Printer



HP Latex 3600 Printer

Address production peaks in-house. Get colors right the first time and respond fast with quick loading and automatic maintenance

Expand your capacity with a printer optimized for fleet management; drive high productivity along with workflow and cost efficiencies

Stay competitive with this affordable printer and enjoy fast, superwide production at the quality you expect

Respond fast to urgent needs with versatile HP Latex printing up to 3.2m (126 in)

Maximize uptime and overnight printing with a 3.2m (126 in) workhorse printer

- Roll-to-free fall
- Take-up reel
- Double-sided blockout printing⁴⁰
- Ink collector

- Roll-to-free fall
- Take-up reel
- Double-sided blockout printing⁴⁰
- Ink collector

- Roll-to-roll
- Roll-to-freefall—optional accessory
- Dual roll—optional accessory
- Double-sided blockout printing⁴⁰
- Ink collector—optional accessory
- Double-sided day night kit—optional accessory

- Roll-to-roll
- Roll-to-freefall
- Roll-to-collector
- Dual roll
- Double-sided blockout printing⁴⁰
- Ink collector—optional accessory
- Double-sided day night kit—optional accessory

- Roll-to-roll
- Roll-to-freefall
- Roll-to-collector
- Dual roll
- Double-sided blockout printing⁴⁰
- Ink collector—optional accessory
- Double-sided day night kit—optional accessory

HP 831 Latex Inks
775-ml cartridges

HP 871 Latex Inks
3-liter cartridges

HP 881 Latex Inks
5-liter cartridges

HP 881 Latex Inks
5-liter cartridges

HP & 3M™ 891 Latex Inks
10-liter cartridges

162.5 cm (64 in)

162.5 cm (64 in)

320 cm (126 in)

320 cm (126 in)

320 cm (126 in)

55 kg (121 lb)

55 kg (121 lb)

Single roll up to 160 kg (350 lb)
Dual roll (optional) up to
2 x 70 kg (2 x 155 lb)

Single roll up to 160 kg (350 lb)
Dual roll up to 2 x 70 kg
(2 x 155 lb)

Single roll up to 300 kg (660 lb)
Dual roll up to 2 x 200 kg
(2 x 440 lb)

23 m²/hr (248 ft²/hr)

23 m²/hr (248 ft²/hr)

45 m²/hr (480 ft²/hr)

77 m²/hr (830 ft²/hr)

77 m²/hr (830 ft²/hr)

28 m²/hr (301 ft²/hr)

28 m²/hr (301 ft²/hr)

57 m²/hr (610 ft²/hr)

120 m²/hr (1055 ft²/hr)

120 m²/hr (1055 ft²/hr)

500 m²/month
5,000 ft²/month

800 m²/month
8,000 ft²/month

3,000 m²/month
30,000 ft²/month

5,000 m²/month
50,000 ft²/month

8,000 m²/month
80,000 ft²/month

3,200 m²/month
32,000 ft²/month

3,500 m²/month
35,000 ft²/month

12,000 m²/month
120,000 ft²/month

30,000 m²/month
300,000 ft²/month

35,000 m²/month
350,000 ft²/month

HP PrintOS

HP PrintOS is a print production operating system with apps that help you get more out of your HP printers, and simplify and automate your production processes. Use PrintOS to continuously improve your operations and enable new forms of collaboration. Access the open and secure cloud-based PrintOS platform anytime, anywhere.⁴⁷

PrintOS is an operating system for print businesses

- A single point of integration—running a wide range of production operation applications
- A point of connection and collaboration—connect with PSPs in other regions, print and deliver locally
- Always available—virtually anytime, anywhere access
- Always up-to-date, continuously improved—maintained to industry-leading security and privacy standards
- Extensible—create capabilities that uniquely suit the way you do business

PrintOS is a new experience for your business

- Easy, intuitive integration of hardware, software, and services
- Delivered through the cloud
 - No additional IT activity required⁴⁸
 - Low costs⁴⁹
- With flexible, tailored options
- Providing scalable, extensible solutions



Collaborate and grow with easy job creation

- **HP Applications Center¹**
Bring your customers web access to intuitive and 3D viewing design templates for signage and décor



Simplify and automate job flow

- **HP PrintOS Box**
Save time with an easy job submit tool and automatic preflight
- **JDF/JMF connectivity**
Take advantage of JDF/JMF connection to the RIP to maximize your production automation and control your workflow



Get more out of your printer fleet

- **HP PrintBeat**
Measure productivity and usage, by printer, group of printers, or across sites
- **HP Mobile⁴⁷**
Get printer alerts even when you are not in front of the printer
- **HP Media Solutions Locator**
Provides uniform color and printer profiles across the printer fleet



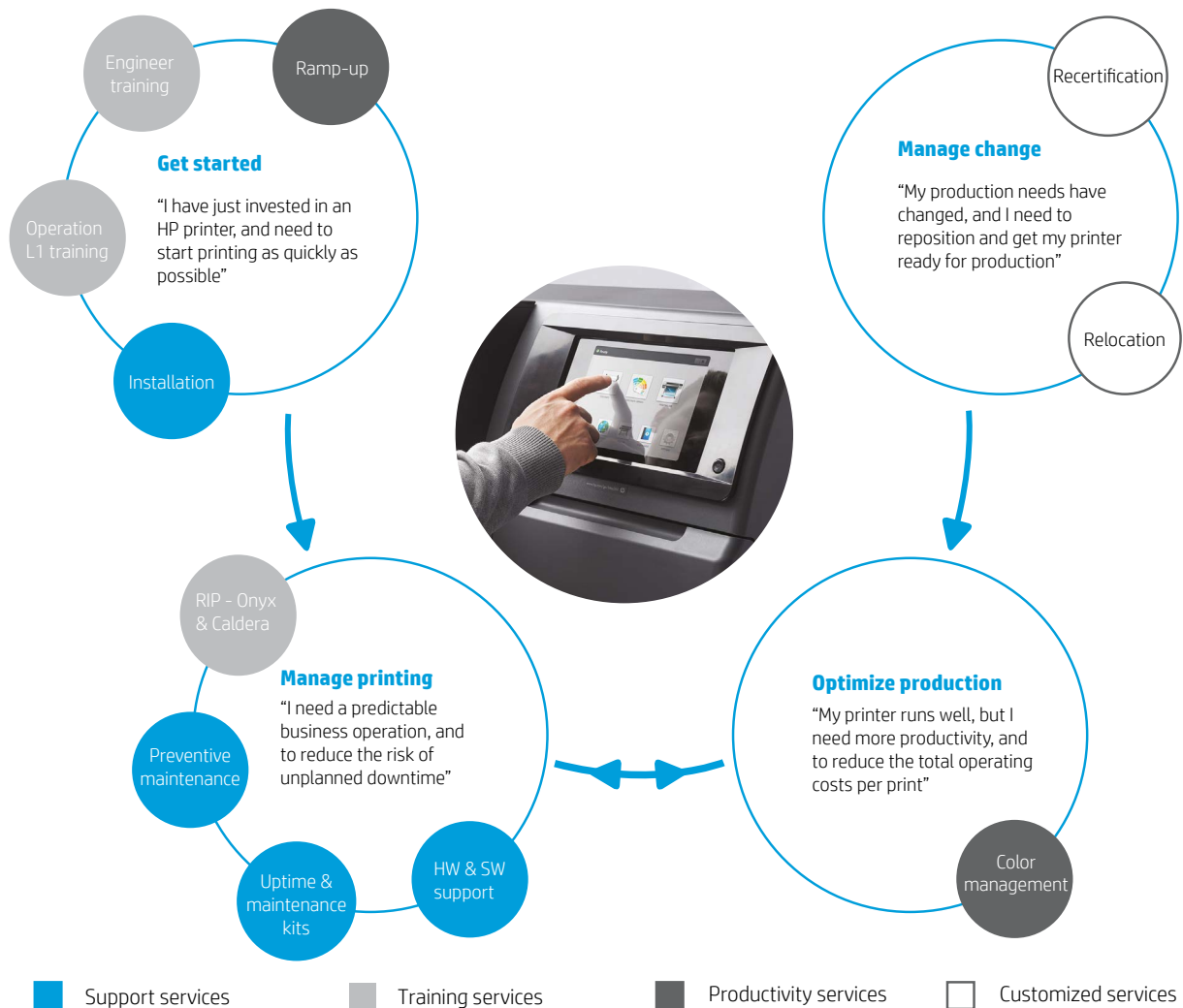
Streamline the service experience

- **HP Service Center**
Maximize your uptime with HP service and support⁵⁰

For more information
hp.com/go/latexprintos

HP service and support

With the industry's largest services organization, HP offers unique opportunities to enjoy end-to-end solutions and support. From the printers to software, workflows, and third-party components, we can help you get the most from your investment in HP Latex Technology.



Our services portfolio includes:

Support programs

Support programs enable you to meet your uptime and productivity requirements, on-site and via advanced remote support tools:

- HP Care Pack Services expand and extend standard warranties
- HP Contractual Services are contract-based services, that can be customized to meet specific customer needs after warranty period

Productivity services

These services enhance your printing operations and are specially designed to make your business even more productive and profitable.

Training services

Training services include a wide range of multi-lingual, web-based, and face-to-face classes to help reduce operation costs and improve workflow, color management, and business application opportunities.

On-site Kits

Providing most frequently needed essential parts:

- Uptime Kits for increased uptime and predictable operations
- Maintenance Kit Replacement Service for optimal image quality and printer reliability

HP Preventive Maintenance⁵¹

The industry-leading set of tools and services to maintain your HP printing equipment for maximum productivity and sustained top print quality. Helping to optimize print quality, reduce cost of ownership, and unexpected downtime.

Remote monitoring

Using HP remote tools, you can get superior support experience. Following the most strict HP security standards, an HP engineer can monitor your printer to help resolve a maintenance problem, while discussing it in real-time with your operator.

1 Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see hpapplicationscenter.com.

2 Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

3 Scratch resistance is comparable to hard-solvent inks on self-adhesive vinyl and PVC banner. Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media.

4 Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation. Print shops/print service providers must seek certifications and eco-labels directly with certifying bodies. HP does not imply or grant certification or ecolabels to print shops/PSPs nor does it support individual customer processing of such certifications.

5 Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator or consult your media supplier for compatibility details. For best results, use textiles that do not stretch. The ink collector is required for porous textiles. Performance varies by printer. The HP Latex 365 Printer and the HP Latex 500 series printers include an ink collector for printing on porous textiles. The HP Latex 1500 Printer and the HP Latex 3000 series printers require the optional ink collector for porous textiles. For all other HP Latex printers, print on media that does not let the ink trespass onto the printer.

6 The installation of special exhaust (for example, air filtration) in addition to providing the recommended room general ventilation, is not anticipated to be necessary to meet worldwide occupational exposure limits for VOCs associated with HP Latex Inks. Installation of this localized exhaust is at the discretion of the customer. See the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

7 HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.

8 Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL).

9 Applicable to HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL).

10 Applicable to HP Latex Inks. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

11 HP image permanence estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using HP Clear Gloss Cast Overlaminate, GBC clear gloss 1.7 mil hot laminate, or Neschen SolvoPrint Performance Clear 80 laminate. Results may vary based on specific media performance.

12 Compared to UV-curable ink technology.

13 Applicable to the HP Latex 3200 and 3600 Printers. The color variation inside a printed job, when printed with tiling optimized media, has been measured to be with maximum color difference ≤ 1 dE2000 (95% of colors) in "Optimize for tiling" mode. Tested on Ahlstrom 5087 wallpaper with stable printing condition within a stable media and a nominal printer. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE 2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above the specs mentioned. Backlit substrates measured in transmission mode may yield different results.

14 Printing supplies eligible for recycling vary by printer. Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

15 Applicable to select HP Latex printers. EPEAT® registered where applicable. EPEAT registration varies by country. See epeat.net for registration status by country.

16 For more information, see iso.org/obp/ui/#iso:std:iso:105:-X12:ed-1:en.

17 The 3M™ MCS™ Warranty is available to certified graphics manufacturers (including PSPs). Covered by the 3M™ MCS™ Warranty: HP Latex Inks for the HP Latex 3100/3200/3500/3600/1500/560/570/365/375/360/370/820/850/210/260/280 Printers; HP LX610 Latex Inks for the HP Latex 600 Printer. Warranty coverage varies by region, please see 3Mgraphics.com for information about what is offered in your country. Some warranty limitations may apply.

18 Warranty coverage varies by region, please see graphics.averydennison.com for information about what is offered in your country. Some warranty limitations may apply.

19 The digital HP Latex Printing Solution with 3M™ Reflective Sheeting for regulated traffic signage is limited to black only. For more details including durability performance according to defined printing guidelines, see: 3M Information Folder. Applicable 3M™ Reflective Sheeting products are: 3M™ Diamond Grade™ DG Reflective Sheeting Series 4000, 3M™ High Intensity Prismatic Reflective Sheeting Series 3930, and 3M™ Fluorescent Prismatic Reflective Sheeting 3924S.

20 HP's "Media Certification Program" ("Program") supplies information to media manufacturers, suppliers, and customers to assist in evaluating media compatibility with printers and inks from HP's Graphics Solutions Business. Media is supplied by independent third-party manufacturers. Inclusion in the Program and "Certified for" media shall not be construed as an endorsement by HP for any of the media or manufacturers. HP makes no representation or warranty of any kind for any media in the Program including but not limited to media availability, media quality, media performance, or manufacturer changes that may impact any media characteristics. The information contained herein is subject to change without notice. HP makes no representation as to the Program information's completeness or accuracy. The only warranties for HP products and services are set forth in the express

warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. This information is provided as a courtesy, free of charge, "AS-IS" by HP. HP makes no express or implied warranty of any kind regarding this information. HP shall not be liable for any direct, indirect, special, incidental or consequential damages, whether based on contract, tort or any other legal theory in connection with or arising out of the furnishing or use of this information.

21 Based on a sustainability awards and recognition earned by HP as of January, 2016 including "Corporate Knights 2016 Global 100 Most Sustainable Corporations." For more information on HP and sustainability, see hp.com/go/environment.

22 Per internal HP analysis for all signage market segments in November, 2015 based on the large-format printing market share report "IDC Quarterly LFP Tracker, Final Historical 3Q15, November, 2015."

23 HP Large Format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See HPLFMedia.com/hp/ecosolutions for details.

24 Applicable to select HP large format printing materials. BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. Not all FSC® certified products are available in all regions. For information about HP large format printing materials, please visit HPLFMedia.com.

25 MSDS is the ink's Material Safety Data Sheet. SDS is the Safety Data Sheet.

26 Certifications based on select media and testing completed by a third-party test laboratory with test conditions that include a specific file/design and batch of media. Results may vary, depending on the profile, ink setting, and printer conditions. See the HP Wallcovering Swatchbook for certifications that apply to each specific media. End-product performance is the responsibility of the manufacturer or print service provider.

27 HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building).

28 Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

29 To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

30 HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environment Association.

31 Tablet app compatible with iPad and Android devices.

32 Designed for web developer implementation.

33 Print files for wall decals do not include contour cut lines or cut marks.

34 Link to visual content by downloading the LinkReader app onto your smartphone or tablet. For Android™ compatible with mobile phones and tablets running v4.1 or later. For iPhone, compatible with iPhone, iPad, and iPod touch running iOS 7.1 or later. For more information, visit linkcreationstudio.com/learn/app.

35 Based on HP internal testing February, 2017 comparing the HP Latex 300 Printer series Print and Cut solution with a solvent-technology based integrated print and cut solution at a comparable cost.

36 Applicable to HP Latex 315 and 335 Printers only.

37 The color variation inside a printed job has been measured at 10-pass mode on vinyl media within this limit: maximum color difference (95% of colors) ≤ 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

38 Select HP large format printing materials are REACH compliant. These products do not contain substances listed as SVHC (155) per Annex XIV of the EU REACH Article 33 Declaration published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Declaration published at HP.Printing.Products.and.Consumables.Supplies. Logo source: Copyright European Chemicals Agency.

39 ICC profiling with the spectrophotometer does not support uncoated textiles and backlits.

40 For best results use media options intended for double-sided printing.

41 Applicable to HP Latex 570 Printer only.

42 Optional for the HP Latex 560 Printer.

43 HP Latex Mobile is compatible with Android™ 4.1.2 or later and iOS 7 or later, and requires the printer and the smart phone or tablet to be connected to the Internet.

44 Applicable to HP Latex 3600 Printer only.

45 Printing double-sided backlit applications requires the optional HP Latex 3000 Double-sided Day Night Kit. Front-to-back image registration accuracy of 2 mm or better when using certified PVC banner and paper media, see hp.com/go/mediasolutionslocator.

46 The maximum that can be printed per month in Indoor Quality mode assuming 24 working hours per day and 24 working days per month.

47 The HP PrintOS Mobile Application is compatible with Android 4.0 or later and iPhone mobile digital devices running iOS 8 or later, and requires the printer and the smart phone to be connected to the Internet.

48 Designed for user deployment.

49 For HP large format printers, PrintOS is available for all users with an HP Latex 3000 series printer, HP Latex 1500 Printer, or HP Latex 300 or 500 series printer.

50 For HP Certified Service Delivery Partners.

51 HP Print Care is not available on all printers. Please contact your sales representative for further information.

52 Applicable to HP Latex 365 Printer only.



Ask anything



Find everything



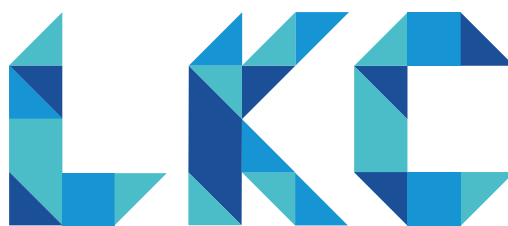
Share something

Develop your HP Latex advantage: Latex Knowledge Center by HP

The HP Latex Knowledge Center by HP is an online community where users can ask anything, find everything, and share whatever they like.

- Use the forum to get quality feedback
- Search the blog to find anything that you may need
- Post your creations to inspire others, and to get inspired

Join the only community where users can get trusted feedback, quality information, and stay tuned with the latest news, powered by the HP Latex experts from all around the world: Latex Knowledge Center, by HP.



Latex Knowledge Center by 

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