



HP Latex
Printing Technology

A word cloud of terms related to HP Latex printing technology, including: LATEX, TECHNOLOGY, PRINT, INK, QUALITY, ENVIRONMENT, FUTURE, WATER, PRINTER, and TECHNOLOGY. The words are arranged in a diagonal pattern, with 'LATEX' and 'TECHNOLOGY' being the most prominent.

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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,³ 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 resistance⁴

"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

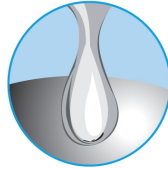
"The HP Latex 360 Printer is an absolute joy! It produces superior print quality three times faster than our old device across a huge variety of media. It has transformed how we work and increased our productivity. The quality delivered by the HP Latex 360 Printer is far superior to that of a solvent 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.

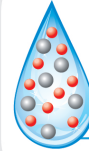
HP Latex Inks combine the best characteristics of solvent inks, UV-curable inks, and water-based inks. You obtain high quality, outdoor durability, plus versatility across common media types used in sign and display applications. Produce odorless prints—and move to healthier printing⁵—with water-based HP Latex Inks.

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)

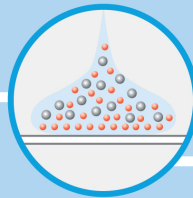
FEATURES

High quality image

Wide color gamut

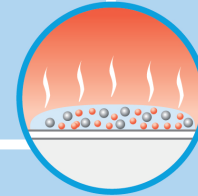
High scratch resistance on SAV and PVC banner⁴

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



APPLICATIONS

PAPER

BANNERS

BACKLITS

SELF-ADHESIVE VINYL

CANVAS

TEMPORARY TEXTILES⁶

WALLCOVERINGS

HEALTHIER PRINTING⁵

NON-COMBUSTIBLE³



ODORLESS PRINTS

NON-FLAMMABLE³



NO HAP⁷

NO HAZARD WARNING LABELS

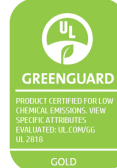


NICKEL FREE⁸

NO SPECIAL VENTILATION⁹



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



No special work zone ventilation is required⁹

Water-based HP Latex Inks meet a range of stringent human health criteria^{10,11}



HP Latex printing can generate higher profit than eco-solvent—gain all the advantages of HP Latex printing, including wider application versatility with a single printer and prints that come out completely dry, allowing same-day delivery. See how you can keep your running costs low with HP Latex Technology.

More applications

- Print on traditional signage substrates and beyond with more than 500 profiled media available
- Address high-value markets like wallcoverings and canvas with odorless HP Latex Ink prints ideal for sensitive environments, like healthcare
- HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics¹²—prints produced with HP Latex Inks on specified media are ideal for use in high traffic interior spaces
- Produce high-performance vehicle graphics with select HP Latex Inks covered by the 3M™ MCS™ Warranty¹³

Same-day delivery

- Reach production speeds and avoid wait time—prints come out completely dry and ready for finishing and delivery
- Save 8 to 24 hours in degassing before lamination
- Produce sharp image quality with 6 colors and printheads with 1200 nozzles per inch
- Stay up-to-date on your printer's activity with helpful alerts and monitor job completion, while you're away with the HP Latex Mobile app²

Keep costs low

- Increase production time and reduce time monitoring the printer—automatic, reliable, low-maintenance printing
- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner⁴ helps reduce the risk of damage while manipulating prints
- Consider unlaminated prints for short-term applications in which harsh conditions are not expected⁴
- No special ventilation is required for HP Latex Inks,⁹ and there's no need for extra dryers as prints come out completely dry

Build a healthier environment, inside and out⁵

- Reach new indoor spaces that solvent can't, like healthcare—water-based HP Latex Ink prints are odorless
- Healthier HP Latex printing⁵—no hazard warning labels or HAPs,⁷ nickel free⁸
- Meet high standards—HP Latex Inks are UL ECOLOGO®,¹⁰ UL GREENGUARD GOLD Certified,¹¹ prints meet AgBB criteria¹⁴



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 banner⁴
- Outdoor display permanence up to 3 years unlaminated, up to 5 years laminated¹⁵

Temporary textiles⁶



- Print on a wide variety of textiles, including uncoated and natural textiles
- An easy-to-use solution compared to dye-sublimation techniques

Point of purchase posters



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

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.¹³ 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.¹⁶ See graphics.averydennison.com

Light boxes



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

Wallcoverings and canvas



- Odorless prints meet high environmental and health standards—ideal for hotels, restaurants, schools
- The free HP WallArt Solution includes access to a vast library of high-quality images, designs, and artwork from Fotolia, visit hpwallart.com¹





Media offering for HP Latex Inks

Expand your offering

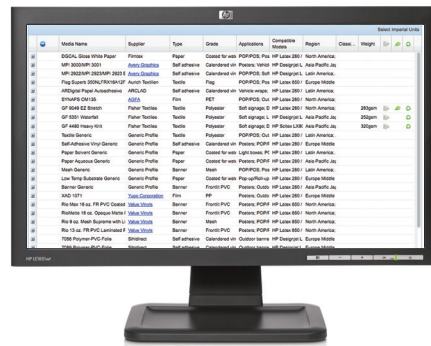
Now it's easier than ever to find the breadth of compatible substrates needed for any print job—from optimized HP media engineered with ColorPRO Technology to certified substrates from a wide range of media suppliers—for the entire portfolio of HP Latex printers.

Media Certified for HP Latex Inks¹⁷

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 paper 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

Helping you take care of business

Environmental considerations are becoming a critical business issue for print service providers (PSPs):

- The new market reality is that PSPs are under increasing pressure from customers, employees, and regulators to address environmental sustainability as well as workplace health and safety.
- More customers, large and small, are requesting print campaigns with reduced environmental impact. In addition, customers are requiring compliance with legal regulations including documented proof that environmental standards are met.
- Leveraging HP Latex Technology as a foundation for your environmental credentials can help you drive more growth in your business and can help provide the advantages you need to succeed in today's environmentally conscious marketplace.

Open doors to new opportunities and engage more closely with customers by leveraging the health and environmental advantages of water-based HP Latex Inks. Using water-based HP Latex Inks, you can take a healthier approach⁵ to signage printing with advantages from the work zone to the point-of-display of finished prints. With HP Latex Inks, you can help take care of the environment—and take care of business.

Establishing the standard

With approximately 21,000 HP Latex printers installed worldwide, HP is clearly helping to change the environmental profile of signage printing. We fully anticipate that regulatory requirements and customer expectations will continue to grow in number and complexity. And we are working beyond current regulations to design our products—with the help of a global network of HP environmental product stewards—to meet future environmental requirements.

Table 1 - Attributes of competing ink technologies

Third-generation HP Latex Inks enable a healthier environment,⁵ 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/SDSs¹⁸

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 required⁹	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.



Bringing in business

To help you go after more business, we've done the work of qualifying for and securing the certifications and documentation that help you meet the requirements of environmentally conscious brand owners and their print buyers.

Respond to RFP requirements with recognized certifications. HP Latex Inks are:

- UL ECOLOGO® Certified to meet a range of stringent human health criteria¹⁰
- UL GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air¹¹

In addition, prints produced with HP Latex Inks can help you qualify for—and win—projects that demand compliance to strict standards. For example, to win jobs in the rapidly expanding interior decoration segment, you can draw upon a wide range of environmental selling points unique to HP Latex printing, addressing:

- Indoor air quality and display prints
- Sustainable sourcing of printing materials
- Green building programs (US LEED credits)¹⁹

Taking care in the print shop

HP Latex printing can transform your day-to-day operating environment. With water-based HP Latex Inks, you can help simplify regulatory compliance:

- Create a safer,³ healthier workplace⁵
- Reduce shipping, storage, and disposal issues

HP Latex Inks provide many advantages over solvent-based inks:

- No special ventilation is required⁹
- HP Latex Inks are non-flammable and non-combustible,³ nickel free⁸
- No hazard warning labels or Hazardous Air Pollutants (HAPs)⁷
- HP Latex Ink prints are odorless, enabling placement in a range of sensitive display environments from healthcare to restaurants

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/HPLatex

 **ecosolutions**

Trained Printing Company
HP Latex Printing Technologies

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.”

— George Beitner, owner and founder, All Star Signs, Inc



At a glance

Industry: **Sign and Display**
Business name: **All Star Signs, Inc**
Headquarters: **Escondido, CA USA**
Website: allstarsignsinc.com



Challenge

- All Star Signs wanted to replace its existing solvent printer with a more up-to-date device that could produce better quality prints more quickly.

Solution

- After visiting the Signworld convention, All Star Signs decided to take on the HP Latex 360 Printer on a pre-launch trial basis.

Results

- The new HP Latex 360 Printer produces prints at three times the speed, and removes the need for outgassing, meaning they can be handled straight off the printer, saving more time.
- Prints are sharper, colors are more vibrant.
- Lower ink usage helps reduce running costs.
- The HP Latex 300 Series Printer can print to a vast range of media for the ultimate in versatility.

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 colorfastness¹²
- HP Latex prints meet the Euro class standard Class B4 for flame retardant¹²
- HP Latex prints carry the CE Mark¹²
- HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics¹²—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^{10, 11}
- HP Latex Inks have achieved UL ECOLOGO^{®10} and UL GREENGUARD GOLD Certification¹¹
- Create wallcoverings that meet AgBB criteria¹⁴ and are rated A+ per Émissions dans l'air intérieur²¹
- UL GREENGUARD GOLD Certified¹¹ prints on FSC[®]-certified paper can help building owners obtain LEED credits¹⁹
- HP PVC-free Wall Paper is FSC[®] certified²²
- Eco Mark Certified HP 831 Latex Ink Cartridges demonstrate reduced environmental impacts as compared to similar products²³

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. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/GG UL 2818

Water tank project: Transforming the Roof tops of New York City into Museums, in the name of water conservation

“For me it was most important that it met these environmental standards because we would be scrutinized. I can tell you this was by far the most sustainable solution”

– Mary Jordan, Founder & Creative Director Word Above The Street



At a glance

Industry: **Sign and Display**
Business name: **Duggal Visual Solutions**
Headquarters: **New York, NY USA**
Website: duggal.com



Challenge

- Cover 100+ Outdoor Water tanks with colorful art that will with stand exposure to outdoor elements.
- Meet the aesthetic needs of the artists while meeting environmental standards for organization & City of NY Environmental Protection Agency

Solution

- Showcase amazing art from top designers and bring attention to significant environmental issue.
- Utilize HP Latex inks and media for outdoor installations.

Results

- Estimated 40,000 ft² of HP Latex output
- Executed successful cross media campaign utilizing online & physical reproductions of original art
- Promote alignment of environmental values even in the details of Tank Wraps
- Ultimate short run: 1 of 1 requirements

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 Solution¹

- 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 Solution¹

Visit
fotolia.com
patterndesigns.com

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, AVA
- Reach completion in record time—reduce the complexity of working with repeat patterns

Visit
avacadcam.com

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 Solution¹
- HP WallArt simplifies the entire process from image selection and wall layout to print and installation¹
- HP WallArt is free¹

Visit
hpwallart.com

Onsite, realistic preview



See just how the final project will look, on your tablet²⁴

- Live the design before making the final decision—using the HP WallArt tablet app,²⁴ 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 app²⁴ is free¹

Visit
hpwallart.com

File ripping



AVA RIP, integrated into your workflow

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

Visit
avacadcam.com



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 Inks¹⁷
- 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 54- or 64-inch HP Latex printers 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 126-inch HP Latex printers, using HP Latex Printing Technologies
- Eliminate concerns about odor—prints are odorless, even immediately after printing
- 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

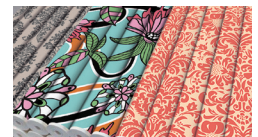


Help reduce bottlenecks and create workflow efficiencies

- 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

Visit fotoba.com

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

Visit fotoba.com

Our solution partners:



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 Solution¹

- 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
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hpwallart.com
patterndesigns.com

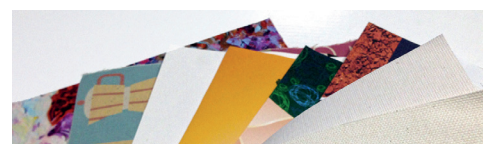
File preparation



The HP WallArt Solution¹ 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 Inks¹⁷

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 54- or 64-inch HP Latex printers, ideal for sign shops, copy shops, or print service providers
- Produce wide prints up to 264-cm (104-in) wide with the HP Latex 280 Printer

Mid/high-volume canvas printing



Gain industrial speed and efficiency with the 126-inch HP Latex printers

- 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 Solution¹ automatically places cut marks
- Prepare your canvases for the stretching process with an automatic X and Y cut

Visit fotoba.com

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

Visit imagingolutions.ch

Our solution partners:



The dual-device HP Latex printing solution for print and cut

Win on same-day delivery with a new level of efficiency

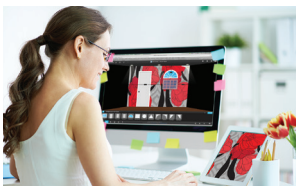
HP and our partners bring you the advantages of a dual-device solution featuring professional printing and cutting capabilities.

The dual-device HP Latex printing solution for print and cut enables you to make one investment, yielding many returns:

- Deliver same day—eliminate dry time, avoid the need for lamination, run multiple jobs at once
- Print first, then cut with a dual-device solution—it's about 50% faster compared to a multi-function print-and-cut device²⁵
- Gain versatility—produce high-resolution image quality with fine detail ideal for a range of print-and-cut applications
- Choose the ideal combination of software, 54- or 64-inch third-generation HP Latex printers, and professional cutter to suit your space, and your business needs



File preparation



The HP WallArt Solution¹ enables greater efficiencies

- Save time with automatic file preparation



File ripping



Select from worldwide market leaders, partnering with HP to offer the most robust production print-and-cut workflow solutions

- SAI FlexiPrint HP Premium edition
- ONYX Thrive and PosterShop
- Caldera GrandRIP

Visit

ThinkSAI.com
onyxgfx.com
caldera.com



Low-volume production printing



The 54- or 64-inch HP Latex printers, using HP Latex Technology, redefines print-and-cut speed and efficiency

- Produce sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, and 1200 npi
- Increase production time and reduce time monitoring the printer—automatic, reliable, low-maintenance printing
- Enjoy healthier printing with HP Latex⁵—no special ventilation required,⁹ no hazard warning labels or HAPs⁷



Automatic cutting



HP has selected the world's leading cutting partners, Summa and Graphtec, to drive print-and-cut applications to a new level of quality with a more efficient and versatile solution

- The SummaCut D140 and D160 cutters
- The Graphtec FC8600 130 and 160 professional models

Visit

summausa.com
summa.eu
graphteccorp.com
graphtecamerica.com

Our solution partners:

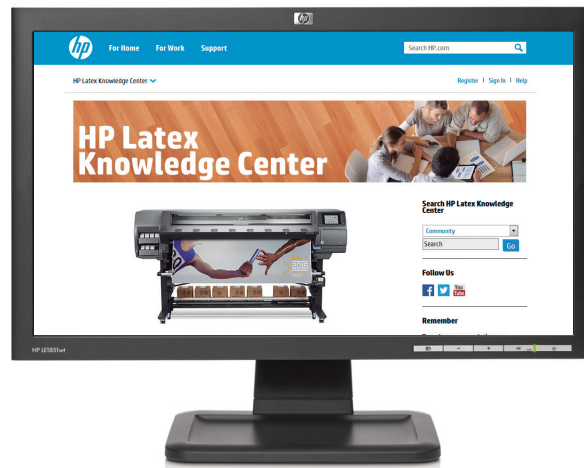


HP Latex Knowledge Center

Develop your HP Latex advantage

Talk directly to the experts at HP. Share insights with other print service providers (PSPs) experienced with HP Latex printing. Become the expert yourself. Whether you're looking to dig into technical details, explore how to produce new applications, or share tips and tricks with your colleagues, the HP Latex Knowledge Center is a full set of resources—and a whole new community—designed just for you.

Join the community, find tools, and talk to experts. Visit the HP Latex Knowledge Center at:



hp.com/communities/HPLatex

HP WallArt Solution¹

Helping you develop your business

The HP WallArt Solution¹ is free, cloud-based software designed for use with HP Latex printers to help you boost your wall decoration opportunity. Create customized digital wall decoration, from wallcoverings, wall murals, and posters, to canvas and wall decals.²⁶ This simple, easy-to-use design tool enables collaboration throughout the process—and automatically generates print-ready files.

Design made easy

Let your customers take creative control:

- Work from the room layout, design walls to actual dimensions, generate three-dimensional visualizations
- Use your end customers' photos, your own image gallery, or access professional content from partners like Fotolia or Pattern Designs¹
- Create the ultimate design experience—with the tablet app,²⁴ work from a photo of the actual location to generate a realistic preview of the finished design

Streamline production

Take time out of your workflow from approval to finishing:

- Easy, intuitive experience
- Create and share mockups through the cloud with everyone involved, and speed the approval process
- Production speed improves as manual steps are trimmed
- Print-ready files, including installation instructions, automatically generated in the cloud
- JDF: for web to print business, files are generated and dropped directly to the RIP

Collaboration is good for business

Use the expertise of the entire team to help grow your business:

- With the tablet app,²⁴ customers and designers alike can fully envision the final result
- Collaborate, communicate, create—share projects through social media platforms
- Integrate the design tool into your website, your brand
- Attract new customers by integrating HP WallArt into your e-commerce platform
- Create a new experience—customized walls made in HP WallArt stations at retail can generate excitement and demand

Award-winning technology

The European Digital Press Awards named the HP WallArt Solution the Best Special Application Solution, thanks to its end-to-end comprehensiveness, easy implementation, and “out-of-the-box” approach.



Start exploring HP WallArt today

Develop your business around HP WallArt with the tablet app.²⁴ Get the free download from the Google Play Store or iTunes store.



Visit: hpwallart.com

HP WallArt product overview

Primary applications

Wallcoverings, wall murals, posters, canvas, wall decals²⁶

Segments

Retail, commercial, residential, and hospitality environments

Features

Design, 3D visualization, job sharing, automatic PDF printing files, creation of customized installation instructions, and developers' kit to allow integration into websites

Supported image types

JPG, TIFF, EPS, PNG, PDF

Minimum system requirements

Adobe Acrobat installed, Internet connection, and Internet browser

Tablet app²⁴

Mobile access to the HP WallArt Solution

Language availability

English, Arabic, Catalan, Chinese, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Italian, Japanese, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Traditional Simplified Chinese, Turkish

Storage

Cloud-based 500 GB

HP Latex Mobile:² your printer in your pocket

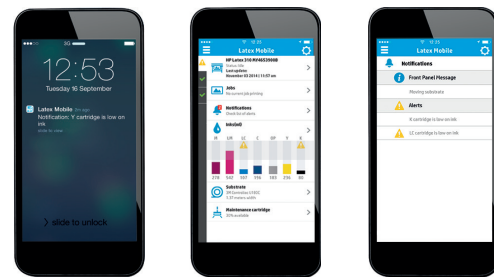
Helping to meet the “same-day delivery” commitment

HP Latex Mobile² marks a new era of smart printers. This app enables you to receive helpful consumables alerts while also remotely monitoring your printer and job status. Print with greater confidence, especially as you no longer have to worry about the status of print jobs while you’re away from the printer.

Rely on alerts to inform you when attention is needed

No more wondering what’s going on with your printer while you’re away:

- Alerts inform you about supplies, the substrate path, and situations when the printer is not ready
- Return to your printer and take action once you’ve been alerted



Know the status of your printer while you’re away from it

The HP Latex Mobile² app offers insight into printer activity and ink and media levels:

- Follow printer activity remotely and gain an awareness of your printer at all times
- Stay abreast of ink levels and the amount of media remaining to avoid surprises and respond accordingly



Support for tablet devices available as of September, 2015.



HP Latex 110 Printer



HP Latex 310 Printer



HP Latex 330 Printer



HP Latex 360 Printer



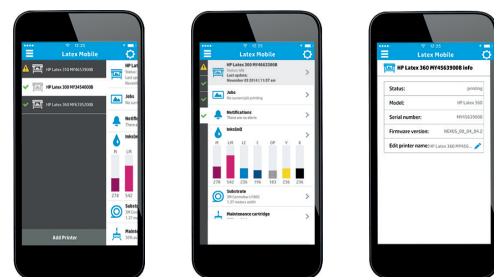
HP Latex 370 Printer



HP Latex 3100 Printer



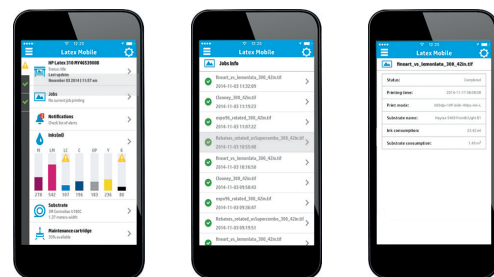
HP Latex 3500 Printer



Remotely keep tabs on print jobs

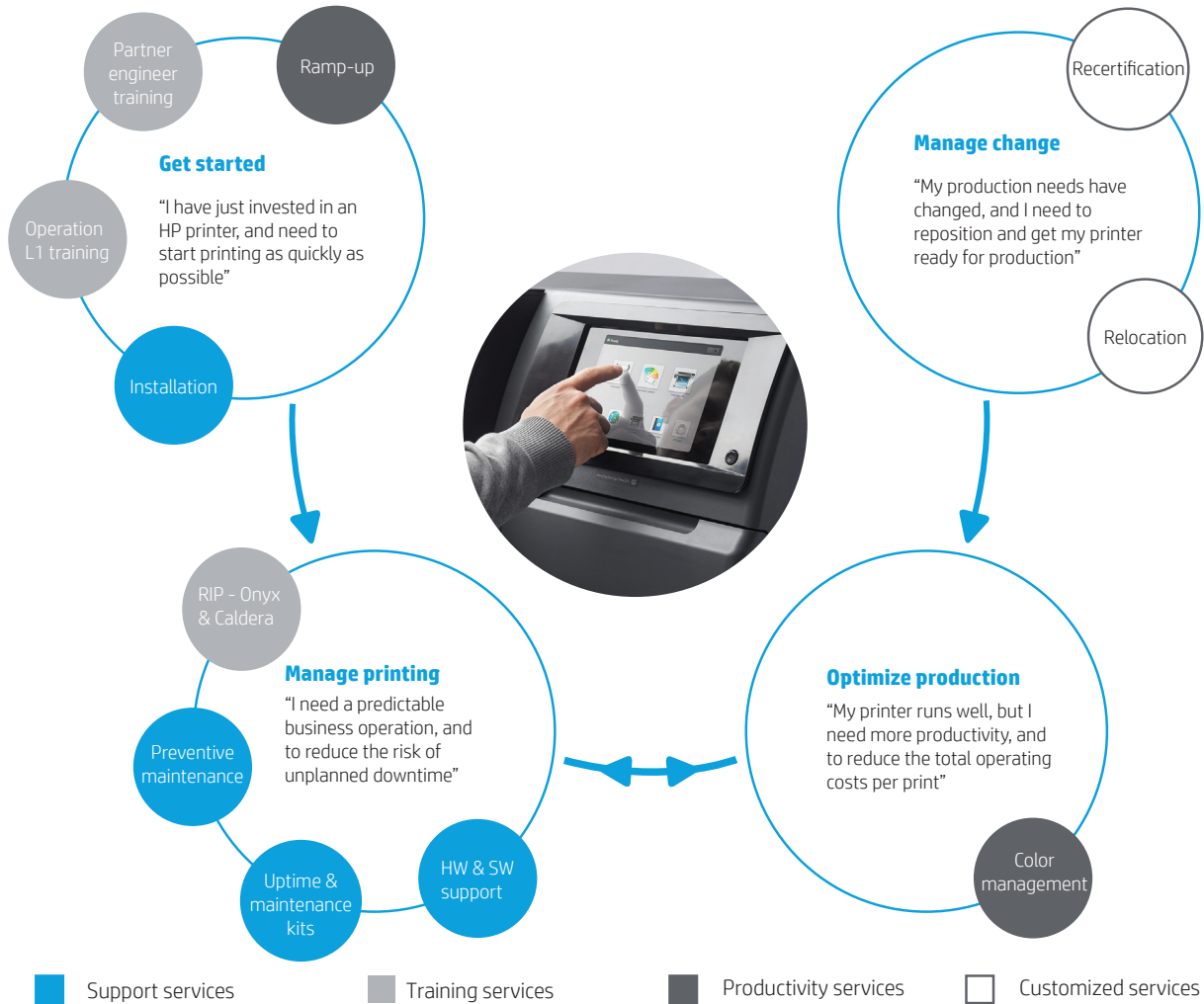
The HP Latex Mobile app enables you to monitor job completion and job history:

- Track print jobs through to completion²⁷
- Monitor jobs printed via job history



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 common and simple replacement of parts:

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

HP Print Care³⁸

The industry-leading set of tools and services that provides fast, efficient assistance for effective, timely routine preventive maintenance, helping to optimize uptime between jobs and maintain peak productivity.

1 Requires an HP WallArt account, Internet connection, and connected Internet-capable device. Images from Fotolia are included with HP WallArt. A limited number of images are available free of charge. Additional images are available for customer purchase. For more information, see hpwallart.com.

2 HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile digital devices running iOS 6 or later, and requires the printer and the smart phone to be connected to the Internet. Support for HP Latex 3000 Printer series and tablet devices available as of September, 2015.

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

4 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.

5 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.

6 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. Performance varies by printer. HP Latex 360, 370, and 850 Printers include an ink collector for printing on porous textiles. 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.

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 Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

10 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).

11 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.

12 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.

13 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 3100/3500/360/370 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.

14 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).

15 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 Overlaminates, GBC clear gloss 1.7 mil hot laminate, or Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

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

17 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.

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

19 To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free 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 Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

20 Print shops/print service providers must seek certifications and eco-labels directly with certifying bodies. HP does not imply or grant certification or eco-labels to print shops/PSPs nor does it support individual customer processing of such certifications.

21 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).

22 BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. BMG trademark license code PEFC™/29-31-261, see pefc.org. HP trademark license code PEFC™/29-31-198, see pefc.org. Not all FSC®- or PEFC™-certified products are available in all regions. For information about HP large format printing materials, please visit HPLFMedia.com.

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

24 Tablet app compatible with iPad and Android devices.

25 Based on internal testing completed in January, 2014 comparing the HP Latex 330 Printer with a single print-and-cut eco-solvent solution.

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

27 Printer updates occur roughly every five minutes during the printing process and every several hours when the printer is idle. Under certain circumstances, printer updates may be delayed—when system errors occur, for certain substrate jams, in the case of a power outage—in which case the app dashboard display shows the last known printer status.

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

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PRINT
FUTURE
QUALITY
ENVIRONMENT
TECHNOLOGY
LATEX
PRINT
PRINTER
WATER
ALITY
ETY
LATEX
TECHNOLOGY
INK
LATEX
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QUALITY



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4AA5-9222ENW, July 2015