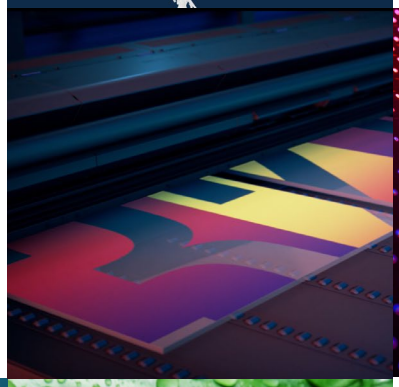
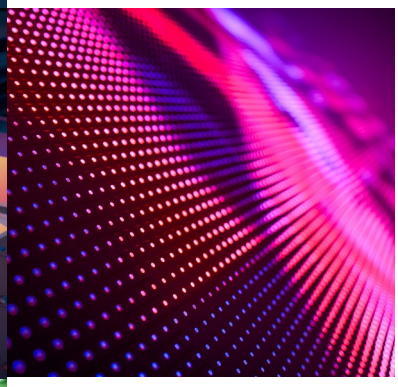
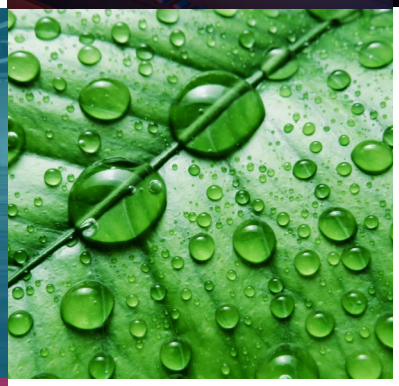






HP Latex R Printer Series

SHARPEN THE QUALITY OF ANY RIGID SUBSTRATE WITH THE MOST VIBRANT COLORS[1] AND GLOSSIEST WHITE[2]

Welcome to The R Series Revolution.

Transform rigid and flexible printing in ways you never thought possible with HP's first hybrid Latex printers.

Impactful Stories

"When I see this machine in action, see the results that it gives and the amount of substrates on which it can print, it's another world. It's a before and after in digital printing. With this machine, there are markets that previously were impossible to do."

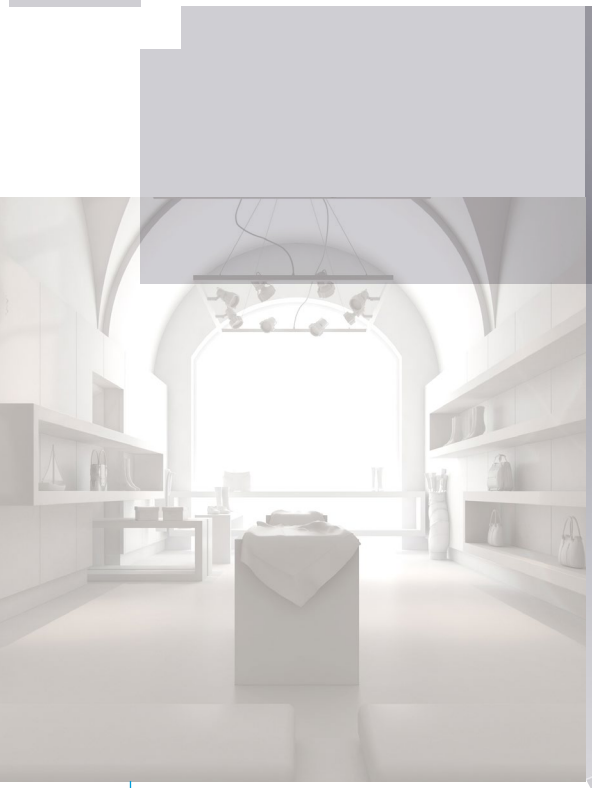
Carlos Calo, CdeC

"Compared to current technology, adhesion is superior, color gamut is increased, the print quality is spot on. The HP Latex R2000 Printer allows us to continue to push the boundaries for our customers."

Adam Parnell, Easy Signs

"The new HP Latex R2000 Printer is a perfect addition for us. The big advantage of the new machine is the absence of smell. We have a larger color gamut which is also a great effect. The opacity of the white is just amazing. A huge advantage."

Ronny Kuss, Kuss Medienproduktion



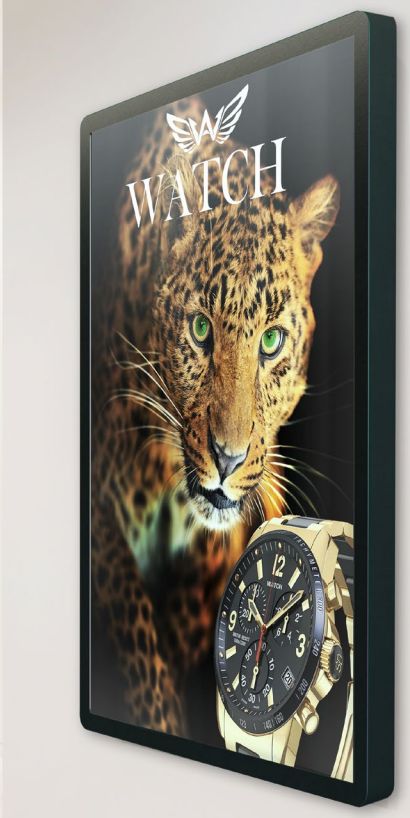
Revolutionary Printing

Staying ahead in the printing world means investing in new technology and innovation, such as the ability to print on both rigid and flexible substrates with water-based inks. HP's revolutionary new Latex R Printer series offers your customers the ability to showcase their products or services in unique and inventive ways with the glossiest white[2] and the most vibrant colors[1] on rigid substrates. With a trusted brand like HP, your business can open a whole new world of opportunities.

Transform almost any surface with HP Latex Rigid Printing

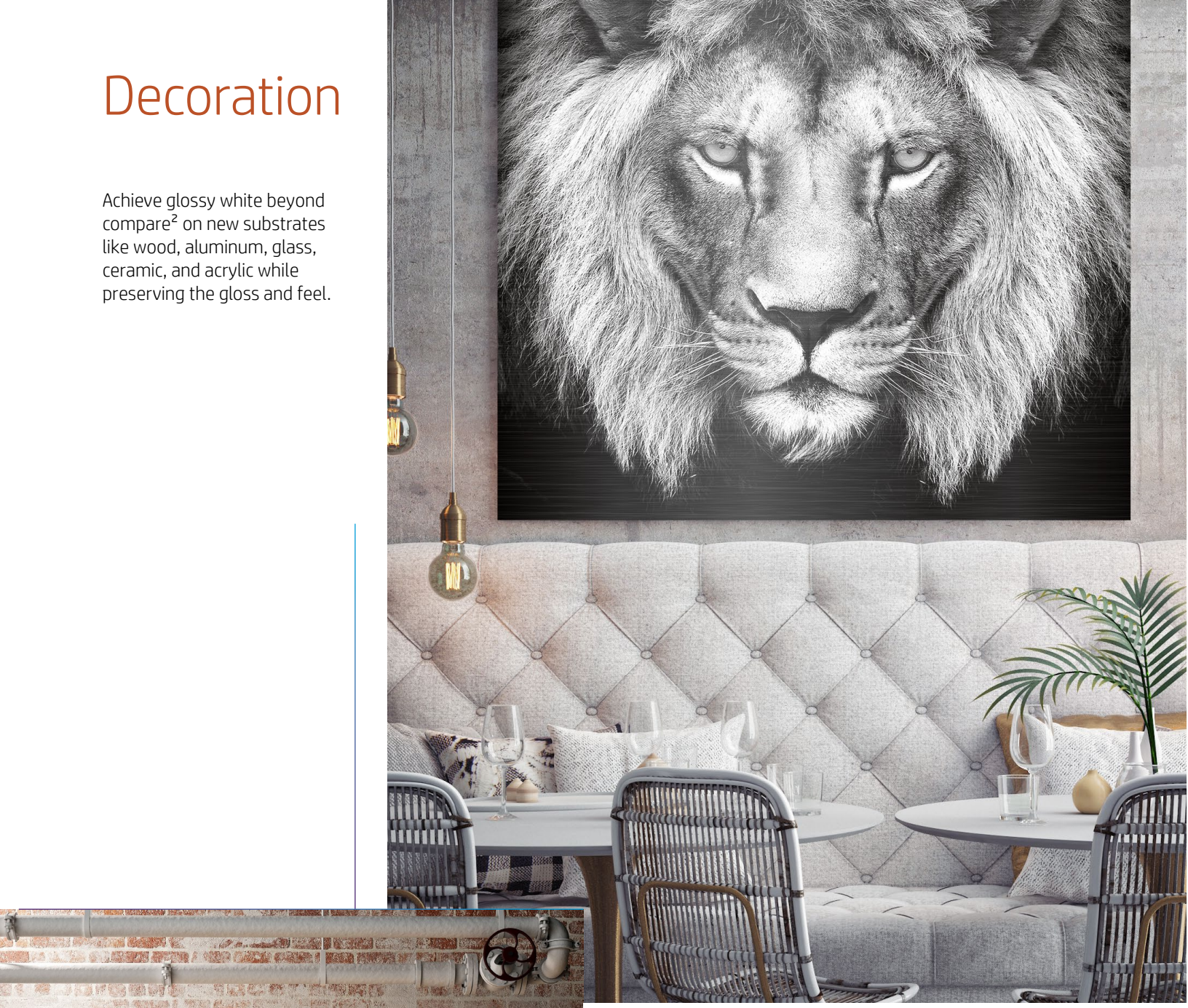
Retail

Expand into high-value applications with amazing colors and the glossiest of whites[2] on backlit, corrugated cardboard, rigid poster, and even mirror and melamine. One technology gives you color uniformity across campaigns, so no more print and mount.



Decoration

Achieve glossy white beyond compare[2] on new substrates like wood, aluminum, glass, ceramic, and acrylic while preserving the gloss and feel.



Window graphics

Set yourself apart from the competition with high-opacity white that resists yellowing over time for applications on transparent and colored media.[2]

Outdoor signage

Create amazing signage with durable and flexible water-based HP Latex Inks that provide high adhesion and outstanding scratch resistance,[3] so you can assemble and cut without chipping.

Exhibitions & events

Offer brand color consistency across rigid and flexible using one printer. HP Latex Inks produce odorless prints,[4] ideal for indoor applications.

Vehicle wraps & graphics

Grow your business with high-quality, easy-to-install vehicle wraps. HP Latex Inks produce prints that come out dry, enabling instant lamination.

Revolutionary Technology

HP Latex combines more advantages into one technology than any competitive alternative.

Application Versatility

Print on your choice of substrates and get scratch-resistant,[3] durable prints with HP Latex Inks. With our high-efficiency curing system, prints come out dry and ready-to-use.

High Quality and Productivity

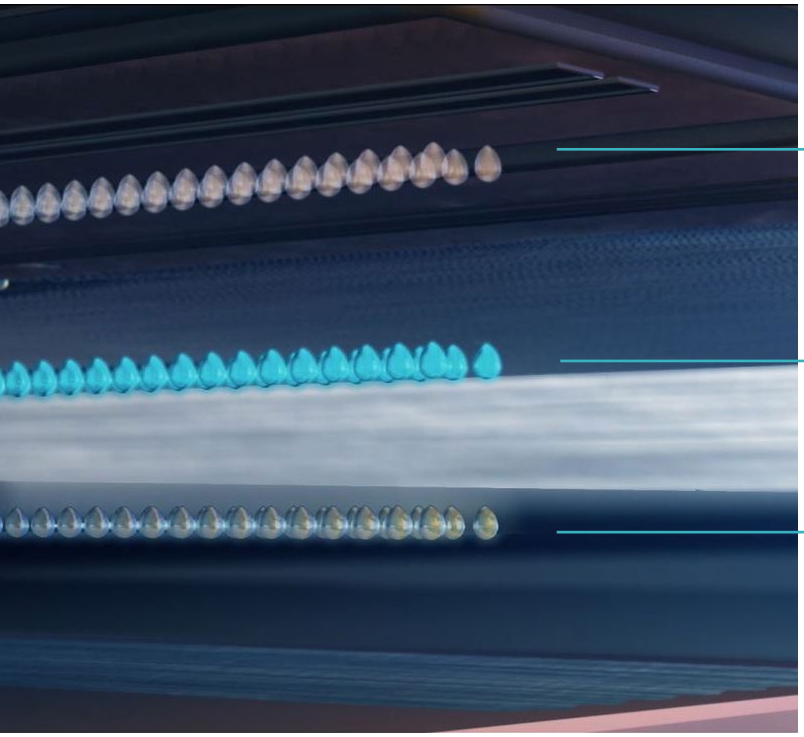
Get the color, quality, and consistency you expect with HP Latex printheads and the spectrophotometer. HP Latex Optimizer and our Optical Media Advance Sensor enable high quality even at the highest productivity levels.

End-to-End Sustainability

Embrace a more sustainable approach with water-based inks and recyclable HP ink cartridges.[5] Odorless prints[4] allow you to reach new indoor spaces, previously untapped by solvent and UV inks.

HP Latex R Series Inks

We've redesigned HP Latex Inks to extend to rigid substrates while maintaining the proven HP Latex experience on flexible.



HP Latex Overcoat

An anti-scratch agent protecting your print from everyday exposures. The new modular design allows the amount of overcoat applied to be tuned for top performance across multiple substrates, or not used at all when laminating.

Color

A water-based pigment-ink technology now brings the vibrant HP Latex color gamut to rigid using a thin ink layer that preserves media gloss and feel.

HP Latex Optimizer

Designed to rapidly separate and immobilize the pigment colorants from the water-based ink vehicle at the print substrate surface, producing sharp text and image detail.

HP Latex White Ink

Outstanding benefits of our white HP Latex Ink

The glossiest of whites[2]

Our white ink lays smooth, even, and flat so it takes on the shape of the media. It reflects light directly and uniformly, for a high gloss consistency. UV-curable ink lays unevenly, hides media texture, and can reduce gloss and color.

Resists yellowing over time[2]

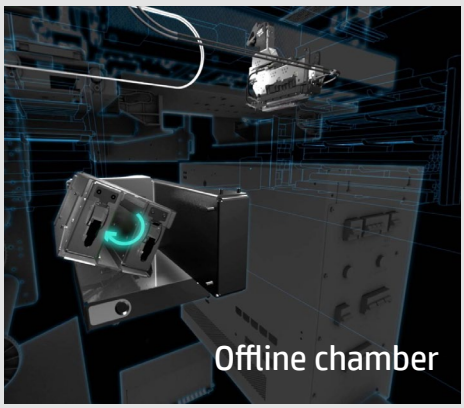
Our white ink is highly-resistant to photochemical reactions and doesn't contain photoinitiators or optical brighteners, unlike UV-curable inks.

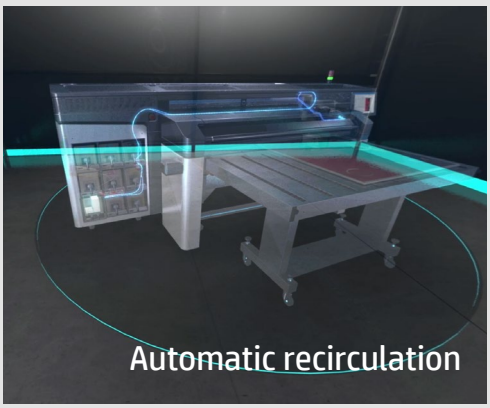
High opacity[2]

Our white ink achieves a very opaque, visually strong white by using exterior grade titanium dioxide pigments that are three times the size of the colored ink particles and twice the volume.

Working with white ink just got easier

HP's white ink solution has an innovative system that recirculates the white ink – both within the ink delivery system and at the printhead. Removable HP Thermal Inkjet printheads are stored in the offline rotating chamber, for no clogs and no waste between jobs.[6]

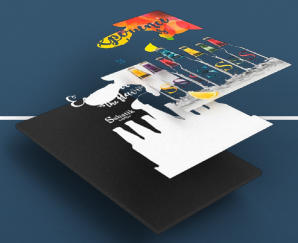




White print modes

The HP Latex R Printer Series is capable of printing white and colored inks in four modes, depending on the intended application and media to be used.

Underflood



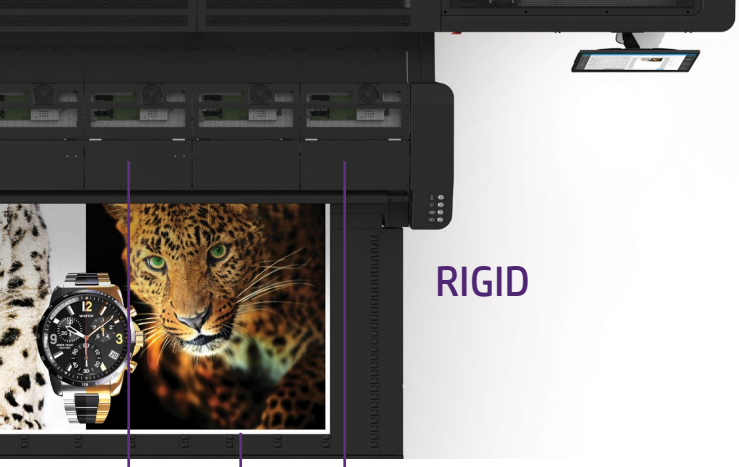
Overflood

Spot mode

Sandwich mode[7]

Hybrid Printers

A true hybrid solution, for printing rigid and flexible media on one single device with a fast changeover.



RIGID

Belt system delivering quality @ speed up to 88 m²/hr (947.2 ft²/hr)

Smart vacuum system

Materials up to 2.5-m (8.2-ft) wide and up to 5-cm (1.96-in) thick

Rigid specs shown apply to the HP Latex R2000 Printer. Feature availability and related performance varies by printer. S ee individual product data sheets for more information at hp.com/go/LatexRseries.

Reliable unattended printing
Sensors detect and automatically respond to unexpected problems

FLEXIBLE

Assisted loading and alignment
For accurate media loading

Smart printer system

Automatic processes, less interventions, less errors

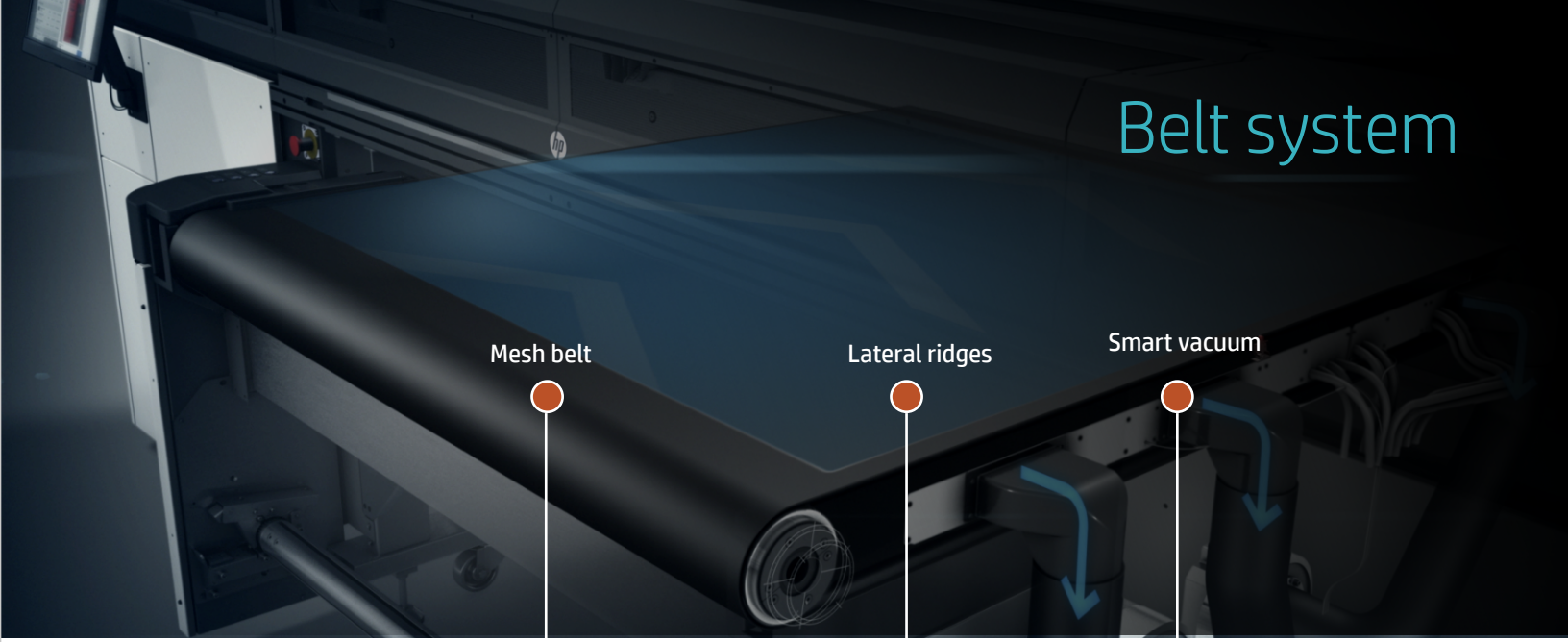
Two front panels, front and back; less walking and intuitive design for easy operation and maintenance

Automatic printhead maintenance, nozzle checks, and compensations

Automatic measurements, multi-sheet printing, crash sensor

Automatic loading of flexible, with skew correction

Belt system



Enhances the smart vacuum and prevents vacuum marks

Accurately measures and automatically adjusts media advance, preventing lateral movement

Automatically controlled vacuum zones enable easy loading and adjust pressure according to media type

Guided and assisted workflows for easy learning

Conveniently located buttons and lights to assist the operator

Touchscreen, tablet interface

Animations and videos for new users, easily skipped by expert operators

Print in a few clicks for more productivity, fewer operator mistakes

Unique Benefits

If you're wondering which HP Latex R series printer would be the perfect fit, you're in the right place.

HP Latex R1000 Printer

- Expand your offering with white, we've removed the barriers[2]
- Get more versatility in one device for high-value jobs
- Handle peaks in-house and meet short deadlines
- Reduce errors and help control costs with easy printing

HP Latex R2000 Printer

- Drive sustained production with unprecedented quality[1,2]
- Increase productivity with continuous loading of larger boards[8]
- Stand apart with the glossiest, high-opacity white[2]
- Help reduce running costs with 5-liter HP Latex Ink cartridges[9]

	HP Latex R1000 Printer	HP Latex R2000 Printer
Dimensions		
Printer	4.21 x 2.04 x 1.75 m (166 x 80 x 69 in)	5.10 x 2.04 x 1.75 m (201 x 80 x 69 in)
Including standard input and output tables	4.21 x 3.64 x 1.75 m (166 x 143 x 69 in)	5.10 x 3.64 x 1.75 m (201 x 143 x 69 in)
Rigid printing		
Maximum width	1.64 m (64.4 in) wide boards	2.5 m (98.4 in) wide boards
Flexible printing		
Maximum width	1.64 m (64.4 in) wide rolls	2.5 m (98.4 in) wide rolls
Maximum weight	68 kg (149.9 lb) rolls	100 kg (220.4 lb) rolls
Productivity		
Indoor Production (6 pass, 110%)	29 m²/hr (312.1 ft²/hr) - 6.4 boards/hour indoor	46 m²/hr (495.1 ft²/hr) - 12.2 boards/hour indoor
Outdoor (3 pass, 70%)	57 m²/hr (613.5 ft²/hr) - 12.3 boards/hour	88 m²/hr (947.2 ft²/hr) - 24.5 boards/hour
Ink cartridges		
Size colors	3-liter ink cartridges	5-liter ink cartridges
Size white	3-liter ink cartridge	3-liter ink cartridge

Solutions

Get more out of your HP Latex printers with HP PrintOS

HP PrintOS is a print production operating system with web and mobile apps[10] that help you work smarter and simplify production. HP Latex printer owners can access this open, secure cloud-based platform virtually anywhere, anytime. For more information visit us at **hp.com/go/latexprintos**

Take control with HP Print Beat

Gain visibility into print performance through real-time insights with HP Print Beat. Make faster decisions, continuously improve operations, and better collaborate with partners and colleagues.

- Monitor the status of your printers through the web or mobile app,[10] virtually anytime, anywhere.
- Understand actual and historical data about print production down to a daily resolution of performance.
- Get a detailed and aggregated view of your fleet, printer status, uptime, ink, and substrate consumption.

Grow your business with the HP Applications Center[11]

Now with access to even more content providers, enhance your web-to-print solutions by allowing customers to easily design large-format applications. These powerful, cloud-based solutions with fresh, new navigation easily integrate into your website.

- Let customers step into signage applications like rollups, banners, and stickers in the HP Signage Suite.
- Give clients the ability to create unique designs for decorative applications in the HP WallArt Suite.
- Automate production of more common applications with unattended job reception, order management, and RIP integration.
- Get print-ready PDF files according to specifications and provide customers with installation instructions and order confirmation.

Services

Gain peace-of-mind with our Smart Serviceability

With HP Smart Services, your printer is ready to run from day one. Access tools that enable a quick response time and help maximize your uptime.

Ready from day one

Get a quick start with onsite HP Ramp Up and other services, and continue building knowledge and skills, with interactive online resources, like the HP Latex Knowledge Center and Learn with HP.

Quick response time

When needed, you can get fast and effective help directly from HP experts, with time-saving remote diagnostics, Virtual Remote Guidance and HP Expert Now.

Maximize uptime

Keep your printer in optimal printing condition with both proactive and preventive maintenance kits and services. With the HP Service Center app, easily track the status of all your service activities and enjoy a single point of access to all HP service tools and processes.

[1] Most vibrant colors based on internal HP testing, January 2018 compared to leading competitive printers under $350,000 USD. Tested in High Quality print mode on rigid (white acrylic 12-pass, 6-color, 120%). Internal HP testing with HP GamutViewer, Alpha Shapes=50000.

[2] Glossiest white based on internal HP testing in January, 2018 compared to the HP Scitex FB750/FB550 Printer using UV-curable ink technology. White ink measured for the level of gloss at 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure. High opacity and resists yellowing based on internal HP WeatherOmeter testing October, 2017 with 1 dot-per-pixel HP Latex Overcoat, on a range of rigid and flexible unlaminated substrates. Yellowing based on L* and B* of white underflood samples. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.

[3] HP Latex Overcoat improves scratch resistance on low-cost prints where lamination may be impractical or too expensive. Scratch resistance based on internal HP testing in January, 2018 demonstrating equivalent scratch-resistance performance for prints produced with HP Latex Inks for the HP Latex R Printer series and HP Latex Inks for the HP Latex 1500 Printer that provide scratch resistance comparable to representative hard-solvent inks on self-adhesive vinyl and PVC banner. Estimates by HP Image Permanence Lab on a range of media.

[4] There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print.

[5] 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.

[6] When HP 886 White Latex Printheads are placed in the storage cassettes, no white ink is used for servicing when printheads are not in use.

[7] To be available at a later date.

[8] Two boards of 4 x 8 feet.

[9] Compared to the HP Latex R1000 Printer series with 3-liter HP Latex Ink cartridges. For the HP Latex R2000 Printer series, all colors in 5-liter ink cartridges except white.

[10] 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.

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

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