HP LATEX TECHNOLOGY

IMPACT

BUSINESS | CLIENTS | COMMUNITY

Impactful Stories

> 66 HP Latex has allowed Publierre to reposition itself in a very complicated marketplace, where the request is always the highest quality, at the lowest costs, and with great speed. 99
>
> *Roberto Bergamaschi, Publierre*

> 66 Our HP Latex printer is revolutionizing the way we do business... We have arrived at our future and it is very, very exciting. 99
>
> *Ed Williams, Texton, Inc.*

Thanks to you, visions are fulfilled and brands are brought to life around the globe. As highlighted in these pages, you and your customers see us as the world's innovator in graphics printing. And now, we're empowering you to take things even further. Discover the confidence to say "yes" to every request.

66 Compared to current technology, adhesion is superior, color gamut is increased, and the print quality is spot-on. The HP Latex R2000 Printer allows us to continue to push the boundaries for our customers. 99

Adam Parnell, Easy Signs

66 …we use HP Latex Technology to get the ink onto those different substrates, and that's really what our customers are looking for—they're looking for something different. 99

John Mark Watson, John Mark Ltd.

Welcome to
The Yes Machine

When clients approach you with unique challenges and innovative opportunities, you want the power to take on anything. By adding HP Latex Technology to your print arsenal, you can print on virtually any substrate, deliver the highest quality over time, and deliver projects same day.

SAY

YES

Application Versatility

Print on just about any substrate and get scratch-resistant, durable prints with HP Latex Inks.[1] 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, recyclable HP ink cartridges,[2] and energy-efficient printers.[3] Odorless prints[4] allow you to reach new indoor spaces, previously untapped by solvent and UV inks.

HP Latex Technology combines more advantages than any competitive alternative.

Virtually unlimited application versatility

High quality and high productivity

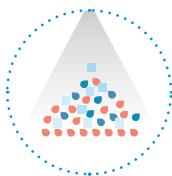Smart, sustainable printing

What's in HP Latex Inks?

Liquid ink vehicle (water, wetting agent, and humectant) ....

Pigment particles ....

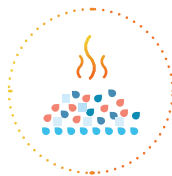Latex polymer particles ....

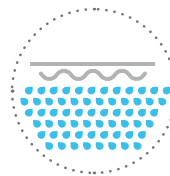## HP Latex Technology uses Aqueous Dispersion Polymerization to produce more durable prints.

Application Phase

The liquid ink vehicle carries latex polymer and pigment particles to the print media surface.
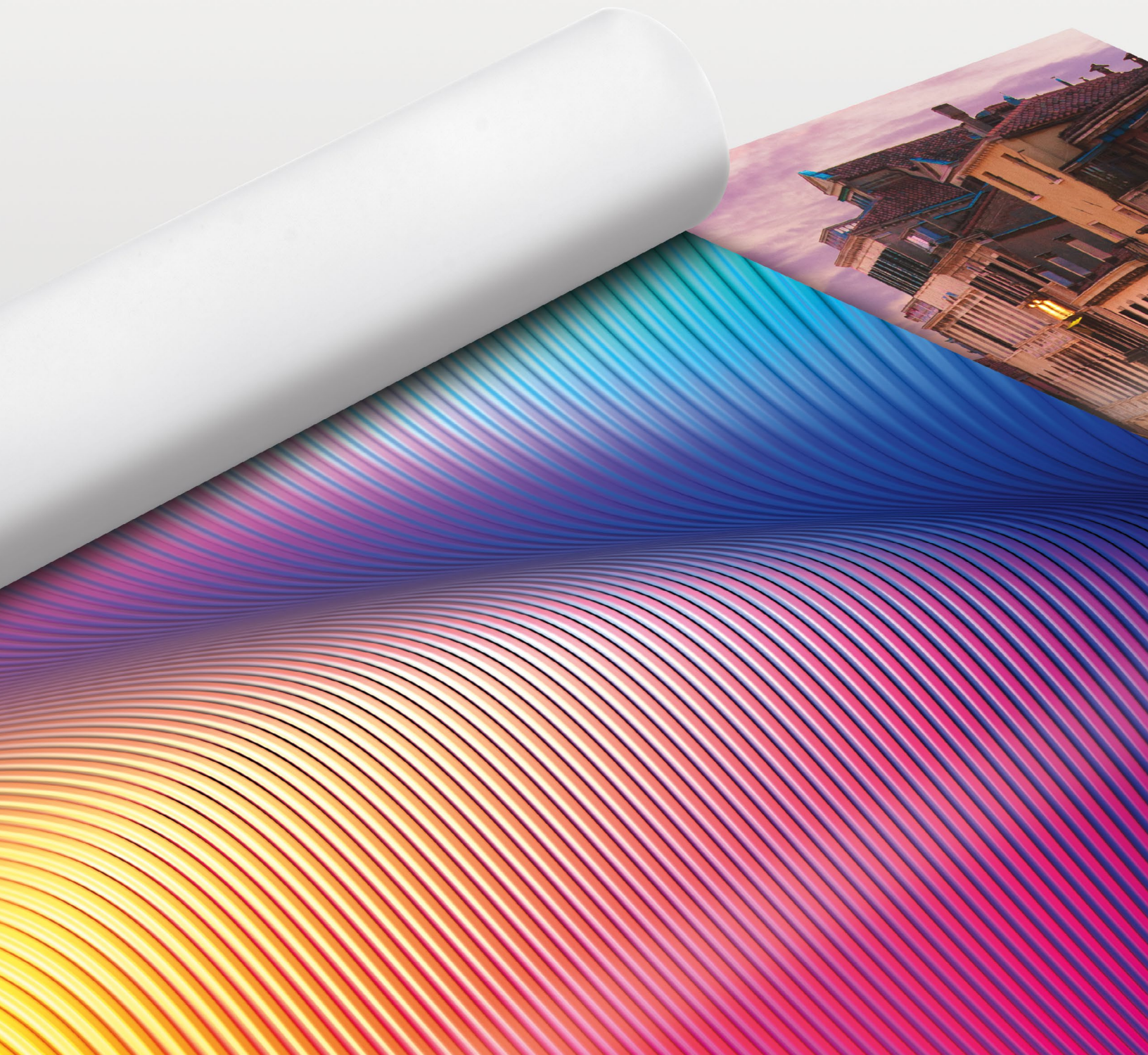
Drying Phase

Radiant heat and forced airflow evaporate most of the water—leaving a continuous polymer layer.

Curing Phase

Latex particles form a durable layer to protect the colorant, resulting in dry, ready-to-use prints.

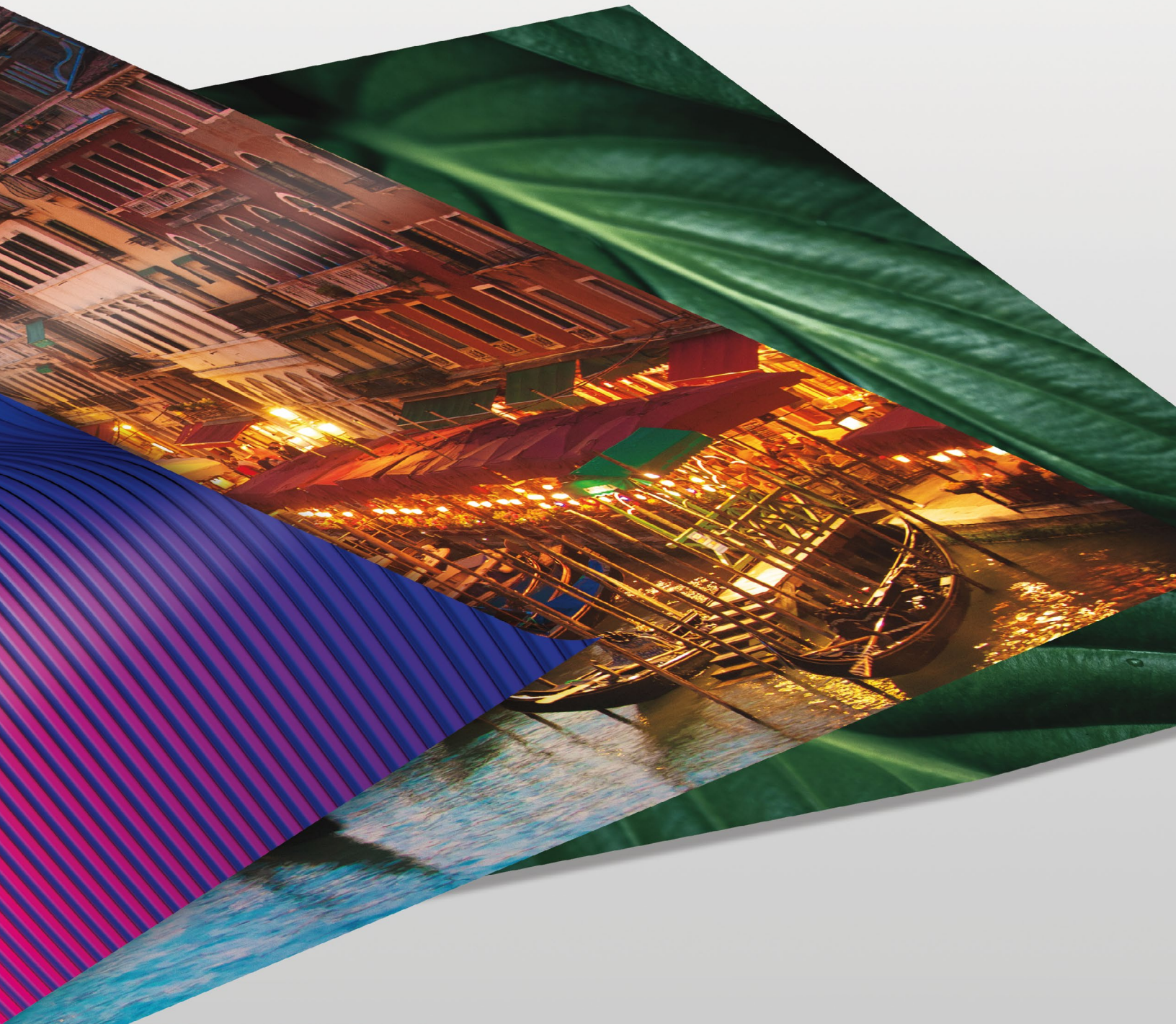# Impactful Technologies & Capabilities

In today's business climate, finding your competitive edge is key. With more application versatility and prints that emerge dry—from rigid to flexible—HP Latex Technology delivers high-quality output on practically any substrate. Now your business can accept every challenge and welcome every opportunity.

66 ...graphics that meet today's demands. 99

Curt Ennenga, Professional Graphics Inc.

Smart solutions from a partner you can trust

HP Latex Technology is making it easier than ever to find the right media for any job. See how our broad selection of media and finishing options, with end-to-end solutions, can help you grow your applications—and your business.

HP Media Solutions
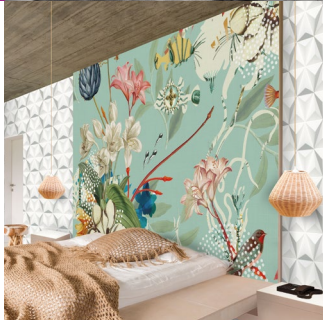
HP and ColorPRO Technology

HP offers an extensive range of printing materials designed together with HP Latex Inks and printers for optimal image quality, consistency, and reliability. In addition, all HP materials that carry the ColorPRO Technology logo are designed to provide color excellence and enhanced print quality to deliver striking results.

Media Certified for HP Latex Inks[5]

With more than 800 recognized suppliers worldwide, we make it easy to find media certified for HP Latex Inks. Explore new applications and identify the substrates that perform up to your expectations.

Explore our comprehensive list of compatible media at **hp.com/go/mediasolutionslocator**

Décor Applications

Window Blinds

Add color, design, and brand identity to window shades, blinds, and indoor window treatments.

Canvases

Stretch and fold without cracking—from wrapped to wide format—eliminating the need for lamination.

Wallcoverings

Expand your offerings and capture new profit potential with customized wallcoverings and photo wall murals.

Textiles[6] for Home Décor

Differentiate your portfolio with a new range of washable and odorless[4] home décor applications.

Synthetic Leather

Offer outstanding and unique applications by printing on both PU- and PVC-based artificial leather.

Flooring

Create attractive and unique designs on PVC flooring tailored to your customer needs.

Impactful Technologies & Capabilities

Signage Applications

Retail
Create eye-catching promotional displays and provide uniform color across rigid and flexible substrates for your customer campaigns.

Backlits
Deliver vibrant backlit applications that leave lasting impressions.
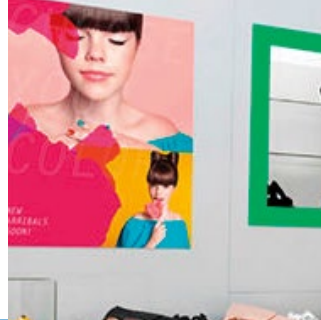
Outdoor Signage
Produce unforgettable banners and building wraps that remain durable in outdoor conditions.

Events and Exhibitions
Offer brand color consistency across rigid and flexible substrates, ideal for indoor applications.

Soft Signage
Expand your signage offering with a new range of durable textiles.[6]

Vehicle Wraps
Grow your audience with durable fleet graphics and vehicle wraps, saving time with instant lamination.

Window Graphics
Set yourself apart with high-opacity white that resists yellowing over time.[7]

Labels and Stickers
Produce detailed, durable images with wall decals, window graphics, and vehicle stickers.

Customizable Clothing
Make high-quality, washable items, such as T-shirts, sweatshirts, tote bags, aprons, and more.

HP Partner Solutions

Creations & Submissions	RIPs	Media Handling	Finishing
B2Cprint Online Printing Solutions	CALDERA	Foster	FOTOBA
fotolia	ONYX	MAXCESS TIDLAND	ImagingSolutions
pattern design	SAi SIMPLIFYING EXCELLENCE		ZÜND swiss cutting systems
Vecteezy			Summa
			GRAPHTEC
			MATIC

Solutions & Services

A great customer experience—that's what you bring to the table, and that's what you can expect with HP Latex Technology. With an integrated portfolio of hardware, software, and services, you'll see why the confidence to say "yes" to every request goes well beyond the printer.

❝ There isn't a sample book on earth that can house what that printer can offer. ❞

Ed Williams, Texton, Inc.

Get more out of your HP Latex printers with HP PrintOS

HP PrintOS is a print production operating system with web and mobile apps[8] 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,[8] 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[9]

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.

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.

Impactful Printing

If you're wondering which HP Latex printer would be the perfect fit, you're in the right place. You'll find the same HP Latex image quality and application versatility across the portfolio, but underneath it all, there's one built just for what you need. Let's go find it.

"I'm extremely happy with the results... and the client feedback has been great."

Jon Sherman, Flavor Paper

HP Latex Print and Cut

HP Latex 115
Print and Cut Solution

HP Latex Printer		
	Maximum Media Width	137.1 cm / 54 in
	Maximum Media Loading	25 kg / 55 lb
	Ink Supply	400 ml
	Speed – Indoor Quality	12 m² (129 ft²)/hour
	Suggested Monthly Volume	<150 m² (<1.500 ft²)/month
	Maximum Duty Cycle	1.400 m² (14.000 ft²)/month
HP Latex Cutter	Maximum Cut Width	135 cm / 53.1 in, only for standard media sizes
	Maximum Acceleration	Up to 0.9G in substrates wider than 737mm / 29 in
	Maximum Cut Speed	Up to 85 cm/sec (35 in/sec) diagonal
	Accuracy	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

HP Latex Production Printers (up to 1.63 m / 64 in)

	HP Latex 115 Printer	HP Latex 315 Printer
Maximum Width	1.37 m / 54 in	1.37 m / 54 in
Ink Supply	400 ml	775 ml
Maximum Roll	25 kg / 55 lb	25 kg / 55 lb
Speed – Indoor Quality	12 m² (129 ft²)/hour	12 m² (129 ft²)/hour
Suggested Monthly Volume	<250 m²/month <2,500 ft²/month	<250 m²/month <2,500 ft²/month
Maximum Duty Cycle	1,400 m²/month 14,000 ft²/month	1,400 m²/month 14,000 ft²/month

HP Latex 315
Print and Cut Solution

HP Latex 315 Print and Cut Solution	HP Latex 335 Print and Cut Solution
137.1 cm / 54 in	162.5 cm / 64 in
25 kg / 55 lb	42 kg / 92.6 lb
775 ml	775 ml
12 m² (129 ft²)/hour	13 m² (140 ft²)/hour
<250 m² (<2.500 ft²)/month	250 m² (2.500 ft²)/month
1.400 m² (14.000 ft²)/month	1.500 m² (15.000 ft²)/month
135 cm / 53.1 in	158 cm / 62.2 in
Up to 3G	Up to 3G
Up to 113 cm/sec (44 in/sec) diagonal	Up to 113 cm/sec (44 in/sec) diagonal
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 to 400 grams of downforce, in 5-gram steps	0 to 400 grams of downforce, in 5-gram steps

HP Latex 335 Printer	HP Latex 365 Printer	HP Latex 560 Printer	HP Latex 570 Printer
1.63 m / 64 in	1.63 m / 64 in	1.63 m / 64 in	1.63 m / 64 in
775 ml	775 ml	775 ml	3 liters
42 kg / 92.6 lb	42 kg / 92.6 lb	55 kg / 121 lb	55 kg / 121 lb
13 m² (140 ft²)/hour	17 m² (183 ft²)/hour	23 m² (248 ft²)/hour	23 m² (248 ft²)/hour
250 m²/month 2,500 ft²/month	350 m²/month 3,500 ft²/month	500 m²/month 5,000 ft²/month	800 m²/month 8,000 ft²/month
1,500 m²/month 15,000 ft²/month	2,000 m²/month 20,000 ft²/month	3,200 m²/month 32,000 ft²/month	3,500 m²/month 35,000 ft²/month

HP Latex Industrial Printers
(up to 3.2 m / 126 in)

HP Latex 1500 Printer

Maximum Width	3.2 m / 126 in
Ink Supply	5 liters
Maximum Roll	Single roll up to 160 kg / 350 lb Dual roll up to 2x70 kg / 2x155 lb
Speed – Indoor High Quality	45 m² (480 ft²)/hour
Suggested Monthly Volume	3,000 m²/month 30,000 ft²/month
Maximum Duty Cycle	12,000 m²/month 120,000 ft²/month

HP Latex Hybrid Printers

HP Latex R1000 Printer

Maximum Rigid Media Size	1625 x 1220 mm / 64 x 48 in
Maximum Media Thickness	50.8 mm / 2 in
Maximum Width	1.64 m / 64.4 in
Ink Supply	3 L (color inks); 3 L (white ink)
Maximum Roll	Single roll up to 68 kg / 220 lb
Speed – Indoor High Quality	29 m² (590 ft²)/hour

HP Latex 3200 Printer	HP Latex 3600 Printer	HP Latex 3800 Jumbo Roll Solution
3.2 m / 126 in	3.2 m / 126 in	3.2 m / 126 in
5 liters	10 liters	10 liters
Single roll up to 160 kg / 350 lb Dual roll up to 2x70 kg / 2x155 lb	Single roll up to 300 kg / 660 lb Dual roll up to 2x200 kg / 2x440 lb	Single roll up to 1200 kg / 2646 lb
77 m² (830 ft²)/hour	77 m² (830 ft²)/hour	77 m² (830 ft²)/hour
5,000 m²/month 50,000 ft²/month	8,000 m²/month 80,000 ft²/month	8,000 m²/month 80,000 ft²/month
30,000 m²/month 300,000 ft²/month	35,000 m²/month 350,000 ft²/month	35,000 m²/month 350,000 ft²/month

HP Latex R2000 Printer

2489 x 1220 mm / 98 x 48 in
50.8 mm / 2 in
2.49 m / 98.4 in
5 L (color inks); 3 L (white ink)
Single roll up to 100 kg / 220 lb
46 m² (948 ft²)/hour

Environmental Impact

You don't just stand behind your work, your business stands behind a healthier workplace. Backed by the environmental and health certifications that matter most,[10] HP Latex Technology uses water-based, non-solvent-based inks. This innovation is not only a better approach for the environment, it empowers you to become more sustainable as well.

"The environmental benefits are huge..."

Jon Sherman, Flavor Paper

Water-based HP Latex Inks offer an attractive environmental and health profile to both print service providers and their customers. With credentials addressing indoor air quality concerns,[11] HP Latex Inks produce odorless prints[4] that can be used for indoor signage and décor, such as home, restaurants, retail, or even hospitals.

No hazard warning labels

Odorless prints[4]

Non-flammable[13]

Non-combustible[13]

Nickel free[14]

No localized ventilation required[15]

No hazardous air pollutants[16]

Environmental certifications

As an HP Latex printer owner you can:

Print your environmental credentials document and display it with pride for all to see.[18]

Help further develop your environmental profile with the HP EcoSolutions training program.

Take advantage of opportunities to recycle HP supplies[2] and return HP printing materials[19] through our simple take-back programs.

ECOLOGO

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

GREENGUARD

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

GOLD

FSC
www.fsc.org
FSC® C115319

The mark of
responsible forestry[12]

HP Latex Technology meets the certifications that matter most to your business and our environment.[17]

HP Planet Partners[2]

REACH

epeat
BRONZE

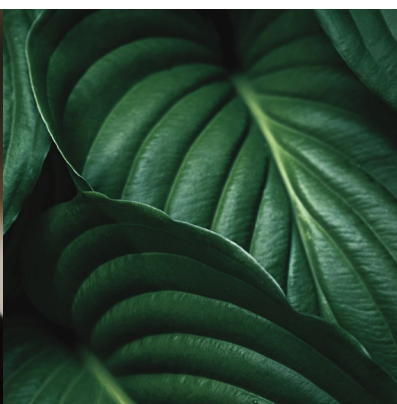ENERGY STAR

ÉMISSIONS DANS L'AIR INTÉRIEUR*

A+

A+ A B C

* 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 technology has been part of building our business from day one."

Eero Valge | *Artproof*

When you're a business owner, you're personally invested—in your work as well as your goals. HP Latex Technology is designed to take your business to the next level. Together, we're real people making a real impact and like you, we love what we do.

[1] Scratch resistance and image permanence testing by HP Image Permanence Lab. 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. Feature availability and related performance varies by printer, and may be optional. See individual products data sheets for more information at hp.com/go/latex

[2] 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.

[3] Select HP Latex printers are ENERGY STAR® certified, demonstrating superior energy efficiency. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.

[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] 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.

[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. The ink collector is required for porous textiles. Feature availability and related performance varies by printer, and may be optional. See individual products data sheets for more information at hp.com/go/latex

[7] Applicable to the HP Latex R2000 Plus Printer. 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.

[8] 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.

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

[10] 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.

[11] UL ECOLOGO® Certification is 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). UL GREENGUARD GOLD Certification is 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.

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

[13] 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.

[14] 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).

[15] Localized ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Localized 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.

[16] 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.

[17] REACH compliant HP large format printing materials do not contain substances listed as SVHC (155) per Annex XIV of the EU REACH directive published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Article 33 Declaration published at HP Printing Products and Consumable Supplies. EPEAT® applicable to select HP Latex printers. EPEAT® registered where applicable. EPEAT registration varies by country. See www.epeat.net/ for registration status by country. Select HP Latex printers are ENERGY STAR® certified, demonstrating superior energy efficiency. HP Latex Inks are rated A+ according to Émissions dans l'air intérieur. 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). Unprinted HP Light Fabric is Oeko-Tex® certified according to Oeko-Tex® Standard 100, which is a globally uniform testing and certification system for textile raw materials, intermediate, and end products at all stages of production. Tested for emissions of volatile organic compounds and chemical residues such as pesticides, allergy-inducing dyestuffs, or tin-organic compounds.

[18] The Certificate of Environmental Credentials is available to PSPs as a means to demonstrate the environmental credentials of the HP Latex printing assets you have purchased from HP, per the guidelines for use. These credentials have been granted to HP. 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.

[19] 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.