

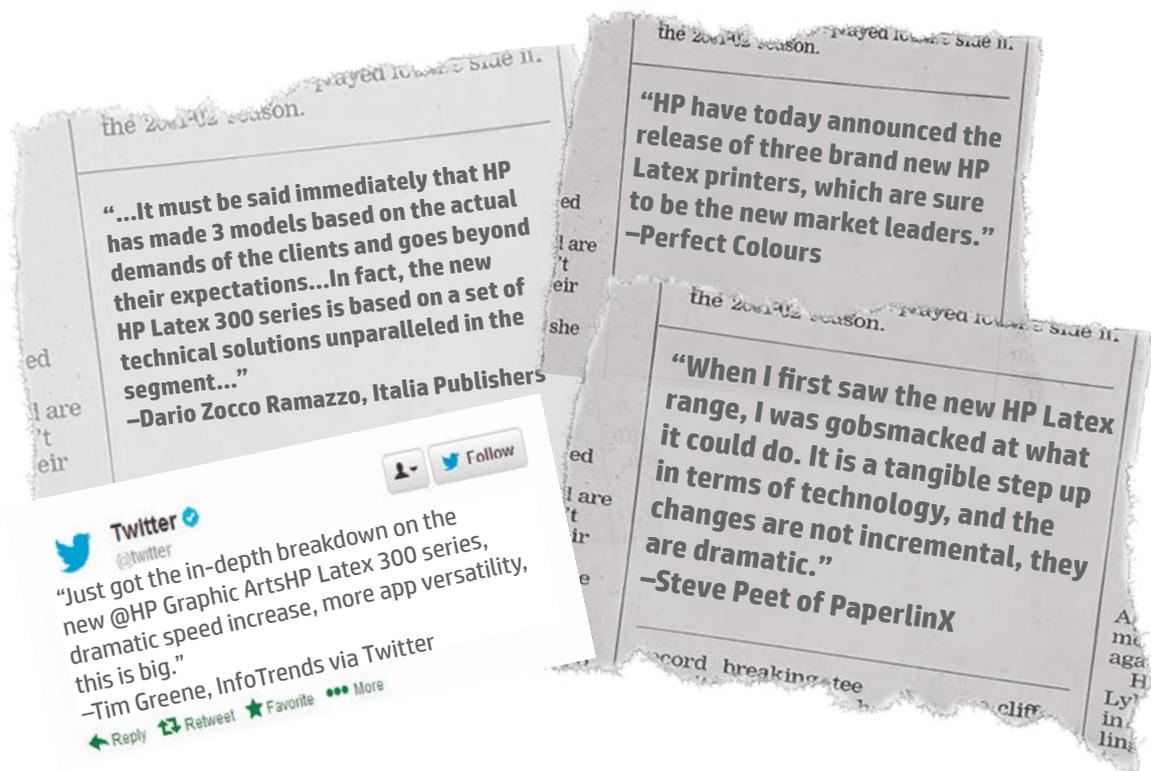


**HP Latex**  
Printing Technology

A word cloud of terms related to HP Latex printing technology, including: LATEX, TECHNOLOGY, PRINT, ENVIRONMENT, QUALITY, FUTURE, WATER, PRINTER, INK, and TECHNOLOGY. The words are arranged in a diagonal pattern, with 'LATEX' and 'PRINT' appearing in a larger, blue font, while other words are in black or grey.

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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,<sup>3</sup> 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 resistance<sup>4</sup>

“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 printing<sup>5</sup>—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 banner<sup>4</sup>

### APPLICATIONS

PAPER

BANNERS

BACKLITS

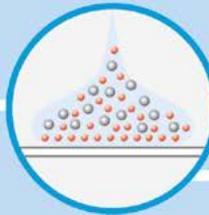
SELF-ADHESIVE VINYLs

CANVAS

TEMPORARY TEXTILES<sup>6</sup>

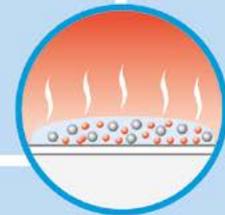
WALLCOVERINGS

### PROCESS



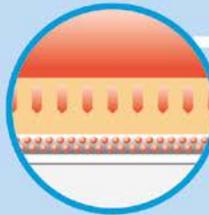
#### INK EJECTION

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



#### DRYING

Water is evaporated from the ink film



#### CURING

Latex particles form a durable layer protecting the colorant

PRINTS ARE DRY AND READY FOR USE



### HEALTHIER PRINTING<sup>5</sup>

NON-COMBUSTIBLE<sup>3</sup>



ODORLESS PRINTS

NON-FLAMMABLE<sup>3</sup>



NO HAPs<sup>7</sup>

NO HAZARD WARNING LABELS



NICKEL FREE<sup>8</sup>

NO SPECIAL VENTILATION<sup>9</sup>



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

No special work zone ventilation is required<sup>9</sup>

Water-based HP Latex Inks meet a range of stringent human health criteria<sup>10,11</sup>



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 characteristics<sup>12</sup>—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™ Warranty<sup>13</sup>



### 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 app<sup>2</sup>



### 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 banner<sup>4</sup> helps reduce the risk of damage while manipulating prints
- Consider unlaminated prints for short-term applications in which harsh conditions are not expected<sup>4</sup>
- No special ventilation is required for HP Latex Inks,<sup>9</sup> and there's no need for extra dryers as prints come out completely dry



### Build a healthier environment, inside and out<sup>5</sup>

- Reach new indoor spaces that solvent can't, like healthcare—water-based HP Latex Ink prints are odorless
- Healthier HP Latex printing<sup>5</sup>—no hazard warning labels or HAPs,<sup>7</sup> nickel free<sup>8</sup>
- Meet high standards—HP Latex Inks are UL ECOLOGO®,<sup>10</sup> UL GREENGUARD GOLD Certified,<sup>11</sup> prints meet AgBB criteria<sup>14</sup>
- ENERGY STAR certified HP Latex 300 series printers meet strict energy efficiency guidelines



# 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 banner<sup>4</sup>
- Outdoor display permanence up to 3 years un laminated, up to 5 years laminated<sup>15</sup>

## Point of purchase posters



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

## Light boxes



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

## Temporary textiles<sup>6</sup>



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

## 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<sup>™</sup> MCS<sup>™</sup> Warranty for finished graphics using a system of matched components, including select HP Latex Inks and HP Latex printers.<sup>13</sup> You're covered with credit or replacement of all 3M materials. See [3Mgraphics.com](http://3Mgraphics.com).
- All HP Latex printers and HP Latex Inks are covered by the Avery ICS Performance Guarantee that provides written assurance on performance.<sup>16</sup> See [graphics.averydennison.com](http://graphics.averydennison.com)

## 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.com](http://hpwallart.com)<sup>1</sup>





# 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 Inks<sup>17</sup>

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](http://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](http://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](http://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 approach<sup>5</sup> 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,<sup>5</sup> 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/SDSs<sup>18</sup>

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
<b>Print odor</b>	Odorless	Low odor	Slight odor	Slight odor	Solvent odor
<b>Special ventilation required<sup>9</sup></b>	None	<i>Typically none for this ink category.</i>	None	None	<i>Typically required for this ink category.</i>
<b>Cleaning fluids: health hazards labels</b>	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.
<b>Ink health hazards labels - general handling</b>	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.
<b>Flammability/ combustibility</b>	FP > 93.3C	White FP > 90C, others > 95C	Inks > 74.4C, cleaning kit FP > 70C	FP > 71C	R10 flammable
<b>HAPs free (inks and maintenance fluids)</b>	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>
<b>VOCs: inks, pre- and post-treatments</b>	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>
<b>VOCs: maintenance fluids</b>	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>
<b>Waste profile labels for inks</b>	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>
<b>UL GREENGUARD GOLD</b>	Yes	Yes	No	Yes	No
<b>UL ECOLOGO<sup>®</sup></b>	Yes	No	No	No	No
<b>Recyclable consumables</b>	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 criteria<sup>10</sup>
- UL GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air<sup>11</sup>

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)<sup>19</sup>

## 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,<sup>3</sup> healthier workplace<sup>5</sup>
- Reduce shipping, storage, and disposal issues

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

- No special ventilation is required<sup>9</sup>
- HP Latex Inks are non-flammable and non-combustible,<sup>3</sup> nickel free<sup>8</sup>
- No hazard warning labels or Hazardous Air Pollutants (HAPs)<sup>7</sup>
- 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](http://hp.com/communities/HPLatex)

 **ecosolutions**

Trained Printing Company  
HP Latex Printing Technologies

# Easyflyer improves its environmental profile and doubles revenue year-on-year with HP Latex Printing Technologies

**“From the beginning of Easyflyer’s work in the large-format sector, we have used HP Latex printers. It was an excellent choice, giving us environmental benefits for us and our customers, print quality, short maintenance times, rapid employee training and, not to mention our annual growth rate of 100 percent.”**

– Fabien Prêtre, founder and CEO, Easyflyer



## At a glance

Industry: **Sign and Display**  
Business name: **Easyflyer**  
Headquarters: **Orléans, France**  
Website: [easyflyer.fr](http://easyflyer.fr)



## Challenge

- Develop a profitable, sustainable business model for providing a broad range of personalized printed products
- Create a cleaner working environment and offer certified applications<sup>20</sup>
- Find and install the best solutions possible for fulfilling the model
- Grow business and markets served, and respond to a wide range of on-demand work

## Solution

- Recognizing that it needed to change its business model, in 2011 Easyflyer moved into web-based large-format printing choosing an HP Latex printer for its versatility and fast-drying prints
- UL GREENGUARD GOLD Certified HP Latex Inks with the HP Latex printer to create printed graphics for sensitive indoor locations<sup>11</sup>
- The ability of HP Latex Printing Technologies to deliver high quality at an affordable cost led to the installation of further HP Latex printers at the beginning of 2014

## Results

- Since installing its first HP Latex printer in 2011, Easyflyer has grown by 100 percent every year for the last three years; €1.4 million in 2012, €2.8 million in 2013, and a forecast €5.6 million in 2014; the number of employees has increased from 5 to 30
- Ability to offer certified,<sup>20</sup> printed materials that can help reduce the impact of printing on the environment, to customers who demand such standards
- New customers, large and small, have been attracted from all over France, Belgium, and Switzerland

# 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 colorfastness<sup>12</sup>
- HP Latex prints meet the Euro class standard Class B4 for flame retardant<sup>12</sup>
- HP Latex prints carry the CE Mark<sup>12</sup>
- HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics<sup>12</sup>—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<sup>10, 11</sup>
- HP Latex Inks have achieved UL ECOLOGO<sup>®10</sup> and UL GREENGUARD GOLD Certification<sup>11</sup>
- Create wallcoverings that meet AgBB criteria<sup>14</sup> and are rated A+ per Émissions dans l'air intérieur<sup>21</sup>
- UL GREENGUARD GOLD Certified<sup>11</sup> prints on FSC<sup>®</sup>-certified paper can help building owners obtain LEED credits<sup>19</sup>
- HP PVC-free Wall Paper is FSC<sup>®</sup> certified<sup>22</sup>
- Eco Mark Certified HP 831 Latex Ink Cartridges demonstrate reduced environmental impacts as compared to similar products<sup>23</sup>

For more information on HP large format printing materials, visit: [HPLFMedia.com](http://HPLFMedia.com)



The mark of responsible forestry



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: [UL.COM/EL](http://UL.COM/EL) UL 2801



PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. VIEW SPECIFIC ATTRIBUTES EVALUATED: [UL.COM/GG](http://UL.COM/GG) UL 2818

# Base3 opens the doors to personalized interior decoration and branded environments thanks to HP Latex Printing Technologies

“With HP Latex Inks, not only are we able to differentiate our products and create new applications, we have also gained access to the lucrative interior decoration market.”

– Carla Bonini, managing director, Base3



## At a glance

Industry: **Sign and Display**  
Business name: **Base3**  
Headquarters: **Barcelona, Spain**  
Website: [base3.net](http://base3.net)



## Challenge

- Offer a new and diverse range of innovative, high image-quality applications on a broad range of high-quality substrates that customers will pay for beyond cost per printed square meter
- Expand business into the lucrative interior decoration market by offering personalized decorations and branded environments in high traffic areas
- Offer services and products with positive environmental credentials and certification for sensitive environments or to satisfy growing institutional/corporate environmental awareness

## Solution

- The HP Latex printer offers high-quality printing at production speed for outdoor/indoor applications
- Flexibility and reliability of HP Latex Printing Technologies on HP large format printing materials and high-quality third-party substrates, including Oracal®, Avery Dennison®, and Decoprint® expands applications and opens the door to new business opportunities
- UL GREENGUARD GOLD Certified HP Latex Inks with the HP Latex printer to create printed graphics for sensitive indoor locations<sup>11</sup>

## Results

- Driving margins 10 – 20 percent higher in personalized interior decoration market where customers recognize the added value of HP Latex Inks that minimize disruption to business activities
- Winning business contracts with “latex” technology specified as a requisite, such as council contract for 66 bus wraps using latex technology
- Establishing reputation as qualified corporate print service provider by satisfying growing number of requests for environmental credentials of business and processes
- UL GREENGUARD GOLD Certified<sup>11</sup> HP Latex Inks offer peace of mind in sensitive indoor locations due to low chemical emissions
- Creating broad range of high-quality applications for Base3’s current business segments, including outdoor and indoor durable output, thanks to the versatility of HP Latex Printing Technologies
- The use of water-based HP Latex Inks in the work environment eliminates overhead related to special ventilation equipment<sup>9</sup> and running costs typical of solvent ink technology

# 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 Solution<sup>1</sup>

- 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 Solution<sup>1</sup>

**Visit**  
[fotolia.com](http://fotolia.com)  
[patterndesigns.com](http://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](http://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 Solution<sup>1</sup>
- HP WallArt simplifies the entire process from image selection and wall layout to print and installation<sup>1</sup>
- HP WallArt is free<sup>1</sup>

**Visit**  
[hpwallart.com](http://hpwallart.com)

## Onsite, realistic preview



See just how the final project will look, on your tablet<sup>24</sup>

- Live the design before making the final decision—using the HP WallArt tablet app,<sup>24</sup> 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 app<sup>24</sup> is free<sup>1</sup>

**Visit**  
[hpwallart.com](http://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](http://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 Inks<sup>17</sup>
- Save ramp-up time associated with testing media yourself—find your media solution at: [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator)

### Proofing and short runs



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

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

### 24/7 production



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

- Gain industrial speed and efficiency with the HP Latex 850 Printer and the HP Latex 3000 Printer series, 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](http://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](http://fotoba.com)

Our solution partners:



pattern design



# 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 Solution<sup>1</sup>

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Folia 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 Solution<sup>1</sup>

### Visit

[hpwallart.com](http://hpwallart.com)  
[patterndesigns.com](http://patterndesigns.com)

## File preparation



The HP WallArt Solution<sup>1</sup> 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](http://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](http://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 Inks<sup>17</sup>

Certified for  
HP Latex Inks



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



#### Low-volume canvas printing



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

- Take advantage of affordable, easy-to-use HP Latex 300 series printers, ideal for sign shops, copy shops, or print service providers
- 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 HP Latex 850 Printer and the HP Latex 3000 Printer series

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

#### Automatic cutting



Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with accurate, automatic cutting of prints with help from a market leader, Fotoba International
- To save you time, the HP WallArt Solution<sup>1</sup> automatically places cut marks
- Prepare your canvases for the stretching process with an automatic X and Y cut

Visit [fotoba.com](http://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](http://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 device<sup>25</sup>
- 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 HP Latex 300 series printer, and professional cutter to suit your space, and your business needs



### File preparation



The HP WallArt Solution<sup>1</sup> 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 for the HP Latex 300 Printer series

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

#### Visit

[ThinkSAI.com](http://ThinkSAI.com)  
[onyxgfx.com](http://onyxgfx.com)  
[caldera.com](http://caldera.com)



### Low-volume production printing



The HP Latex 300 Printer series, 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 Latex<sup>5</sup>—no special ventilation required,<sup>9</sup> no hazard warning labels or HAPs<sup>7</sup>



### 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](http://summausa.com)  
[summa.eu](http://summa.eu)  
[graphteccorp.com](http://graphteccorp.com)  
[graphtecamerica.com](http://graphtecamerica.com)

Our solution partners:



**“Large-format printing still holds great potential for increased turnover. Over the past few years, we’ve seen rapid growth in this area, not least due to the use of HP Latex Printing Technologies. Since we started using these devices, we’ve hired 30 new employees and added another production hall.”**

**– Gerhard Patek**, responsible for project management and product development at [druck.at](https://www.druck.at)

# HP WallArt Solution<sup>1</sup>

## Helping you develop your business

The HP WallArt Solution<sup>1</sup> 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.<sup>26</sup> 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 Designs<sup>1</sup>
- Create the ultimate design experience—with the tablet app,<sup>24</sup> 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,<sup>24</sup> 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.



### HP WallArt product overview

<b>Primary applications</b>	Wallcoverings, wall murals, posters, canvas, wall decals <sup>26</sup>
<b>Segments</b>	Retail, commercial, residential, and hospitality environments
<b>Features</b>	Design, 3D visualization, job sharing, automatic PDF printing files, creation of customized installation instructions, and developers' kit to allow integration into websites
<b>Supported image types</b>	JPG, TIFF, EPS, PNG, PDF

<b>Minimum system requirements</b>	Adobe Acrobat installed, Internet connection, and Internet browser
<b>Tablet app<sup>24</sup></b>	Mobile access to the HP WallArt Solution
<b>Language availability</b>	English, Arabic, Catalan, Chinese, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Italian, Japanese, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Traditional Simplified Chinese, Turkish
<b>Storage</b>	Cloud-based 500 GB



### Start exploring HP WallArt today

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



Visit: [hpwallart.com](http://hpwallart.com)

# HP Latex Mobile:<sup>2</sup> your printer in your pocket

## Helping to meet the “same-day delivery” commitment

**HP Latex Mobile<sup>2</sup> 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 Mobile<sup>2</sup> 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



### 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 completion<sup>27</sup>
- Monitor jobs printed via job history



Support for tablet devices available as of September, 2015.



HP Latex 310 Printer

HP Latex 330 Printer



HP Latex 360 Printer

HP Latex 370 Printer



HP Latex 3100 Printer

HP Latex 3500 Printer

# HP Latex 280 Printer (2.64 m / 104 in)

Offer wider output; enjoy fast, easy productivity



**HP 792 Latex Printheads**  
1200 dpi, user-replaceable printheads with HP double swath technology



**HP Optical Media Advance Sensor (OMAS)**  
Precise and accurate motion control of media advance between print swaths: Controls registration automatically including double-sided prints with automated registration across sides<sup>28</sup>



**Maximum media width**  
2.64-m / 104-in wide



**Edge holders**  
Protecting your investment



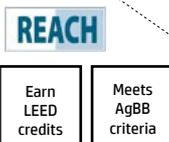
**HP Latex 104-in Take Up Reel**



**Double-side printing<sup>28</sup>**  
Print double-sided banners with minimal operator intervention



**i1 embedded spectrophotometer**  
Enables automatic calibration<sup>29</sup>



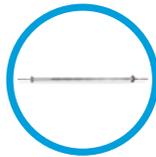
\* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).

HP 792 Latex Ink Cartridges Certified by the Eco Mark Office of Japan Environment Association.



### HP 792 775-ml Latex Inks

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



### 104-in single spindles

Up to 100 kg (220 lb)



### Intuitive touchscreen



#### Ordering Information

<b>Product</b>	CQ871A	HP Latex 280 104-in Printer
<b>Accessories</b>	CZ277A CZ278A CR765A CQ201A B2W90A B8K59A	HP Designjet L28500 (104-in Printer) 3-in Spindle HP Designjet 104-in Media Loading Accessory HP Designjet 61-in Media Loading Accessory HP Designjet L2x500 User Maintenance Kit HP Designjet L26500/28500 Platen Cover HP Designjet L26500/L28500 Edge Holder
<b>Original HP printheads</b>	CN702A CN703A CN704A	HP 792 Yellow/Black Latex Printhead HP 792 Cyan/Light Cyan Latex Printhead HP 792 Light Magenta/Magenta Latex Printhead
<b>Original HP ink cartridges</b>	CN705A CN706A CN707A CN708A CN709A CN710A	HP 792 775-ml Black Latex Ink Cartridge HP 792 775-ml Cyan Latex Ink Cartridge HP 792 775-ml Magenta Latex Ink Cartridge HP 792 775-ml Yellow Latex Ink Cartridge HP 792 775-ml Light Cyan Latex Ink Cartridge HP 792 775-ml Light Magenta Latex Ink Cartridge
<b>Original HP maintenance supplies</b>	CR278A CR279A CH622A	HP 792 Latex Printhead Cleaning Kit HP 792 Latex Ink Maintenance Kit HP 789/792 Latex Printhead Cleaning Container
<b>Original HP large format printing materials</b>		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Everyday Matte Polypropylene, 3-in Core <sup>30</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a>
<b>Service and support</b>	U0M00E U0L97E U0M03E U0M10PE U0M13PE U0M11PE U1XQ1E	HP 2 year Next business day HP 3 year Next business day HP 3 year Next business day Defective Media Retention HP 1 year Post warranty Next business day Defective Media HP 1 year Post warranty Next business day HP 2 year Post warranty Next business day HP Install and Training for Hardware Support

# HP Latex 310 Printer (1.37 m / 54 in)

Your entry option to outdoor—and a perfect fit for small spaces



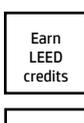
**Maximum media width**  
1.37-m / 54-in wide



**Two plugs**  
No special installation, no dedicated power line needed



**SAI FlexiPrint HP Edition**  
Intuitive SAI FlexiPrint HP Edition RIP included in box



## HP Quick Substrate Profiling

Simplified color management, directly from the front panel, 4-inch touchscreen:

- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel
- Fine-tune existing profiles
- QR codes to help
- Print job preview

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



### HP Latex Optimizer

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



### Easy operation

- Accessible print zone with large window and lights
- HP 831 Latex Maintenance Cartridge for fully automated servicing, with a single waste ink supply
- Front media loading table, easy single operator task
- Take Up Reel (optional) for unattended printing
- Edge holders



### HP 831 775-ml Latex Inks and printheads

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage<sup>4</sup>
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery
- 1200 dpi, user-replaceable printheads



### High-efficiency curing

High-speed printing with less energy and at lower temperatures:<sup>31</sup>

- 12 m<sup>2</sup>/hr (129 ft<sup>2</sup>/hr) indoor quality,<sup>32</sup>
- 16 m<sup>2</sup>/hr (174 ft<sup>2</sup>/hr) outdoor plus quality,<sup>32</sup>
- 48 m<sup>2</sup>/hr (517 ft<sup>2</sup>/hr) maximum print speed<sup>32</sup>



### Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match:
- Delivers consistent colors to  $\leq 2 \Delta E_{2000}$ <sup>33</sup>



### Ordering Information

<b>Product</b>	B4H69A	HP Latex 310 Printer
<b>Accessories</b>	F0M55A F0M59A F0M61A F0M64A	HP Latex 54-in Printer 2-in Spindle HP Latex 3x0 User Maintenance Kit HP Latex 54-in Take Up Reel HP Latex 3x0 Edge Holders
<b>Original HP printheads</b>	CZ677A CZ678A CZ679A CZ680A	HP 831 Cyan/Black Latex Printhead HP 831 Yellow/Magenta Latex Printhead HP 831 Light Magenta/Light Cyan Latex Printhead HP 831 Latex Optimizer Printhead
<b>Original HP ink cartridges</b>	CZ694A CZ695A CZ696A CZ697A CZ698A CZ699A	HP 831C 775-ml Black Latex Ink Cartridge HP 831C 775-ml Cyan Latex Ink Cartridge HP 831C 775-ml Magenta Latex Ink Cartridge HP 831C 775-ml Yellow Latex Ink Cartridge HP 831C 775-ml Light Cyan Latex Ink Cartridge HP 831C 775-ml Light Magenta Latex Ink Cartridge
<b>Original HP maintenance supplies</b>	CZ706A CZ681A	HP 831 775-ml Latex Optimizer Ink Cartridge HP 831 Latex Maintenance Cartridge
<b>Original HP large format printing materials</b>		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22,11</sup> HP Everyday Matte Polypropylene, 3-in Core <sup>30</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .
<b>Service and support</b>	U1Z1N6E U1Z1N7E U1Z1N8PE U1Z1N9PE	HP 2 year Next business day Defective Media Retention HP 3 year Next business day Defective Media Retention HP 1 year Post warranty Next business day Defective Media Retention HP 2 year Post warranty Next business day Defective Media Retention

# HP Latex 330 Printer (1.63 m / 64 in)

Gain affordable access to indoor and outdoor signage



**Maximum media width**  
1.63 m / 64 in



**SAI Flexiprint HP Edition**  
Intuitive SAI FlexiPrint HP Edition RIP included in box



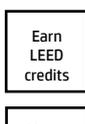
**HP Quick Substrate Profiling**

Simplified color management, directly from the front panel, 4-inch touchscreen:

- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel
- Fine-tune existing profiles
- QR codes to help
- Print job preview



The mark of responsible forestry



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



### HP Latex Optimizer

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



### Easy operation

- Accessible print zone with large window and lights
- HP 831 Latex Maintenance Cartridge for fully automated servicing, with a single waste ink supply
- Front media loading table, easy single operator task
- Take Up Reel for unattended printing
- Edge holders



### HP 831 775-ml Latex Inks and printheads

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage<sup>4</sup>
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery
- 1200 dpi, user-replaceable printheads



### High-efficiency curing

High-speed printing with less energy and at lower temperatures:<sup>31</sup>

- 13 m<sup>2</sup>/hr (140 ft<sup>2</sup>/hr) indoor quality,<sup>34</sup>
- 23 m<sup>2</sup>/hr (248 ft<sup>2</sup>/hr) high-speed outdoor quality,<sup>34</sup>
- 50 m<sup>2</sup>/hr (538 ft<sup>2</sup>/hr) maximum print speed<sup>34</sup>



### Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match:
- Delivers consistent colors to  $\leq 2$  dE2000<sup>33</sup>



### Ordering Information

<b>Product</b>	E2X76A	HP Latex 330 Printer
<b>Accessories</b>	F0M56A F0M58A F0M59A F0M64A	HP Latex 64-in Printer 2-in Spindle HP Latex 64-in Printer 3-in Spindle HP Latex 3x0 User Maintenance Kit HP Latex 3x0 Edge Holders
<b>Original HP printheads</b>	CZ677A CZ678A CZ679A CZ680A	HP 831 Cyan/Black Latex Printhead HP 831 Yellow/Magenta Latex Printhead HP 831 Light Magenta/Light Cyan Latex Printhead HP 831 Latex Optimizer Printhead
<b>Original HP ink cartridges</b>	CZ694A CZ695A CZ696A CZ697A CZ698A CZ699A	HP 831C 775-ml Black Latex Ink Cartridge HP 831C 775-ml Cyan Latex Ink Cartridge HP 831C 775-ml Magenta Latex Ink Cartridge HP 831C 775-ml Yellow Latex Ink Cartridge HP 831C 775-ml Light Cyan Latex Ink Cartridge HP 831C 775-ml Light Magenta Latex Ink Cartridge
<b>Original HP maintenance supplies</b>	CZ706A CZ681A	HP 831 775-ml Latex Optimizer Ink Cartridge HP 831 Latex Maintenance Cartridge
<b>Original HP large format printing materials</b>		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22,11</sup> HP Everyday Matte Polypropylene, 3-in Core <sup>30</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .

### Service and support

U1ZP1E	HP 2 year Next business day Defective Media Retention
U1ZP2E	HP 3 year Next business day Defective Media Retention
U1ZP3PE	HP 1 year Post warranty Next business day Defective Media Retention
U1ZP4PE	HP 2 year Post warranty Next business day Defective Media Retention

# HP Latex 360 Printer (1.63 m / 64 in )

Meet high quality standards at high speed



### HP Optical Media Advance Sensor (OMAS)

Precise and accurate motion control of media advance between print swaths:  
Controls registration automatically including double-sided prints with automated registration across sides<sup>28</sup>



### Ink collector

Expand into textile signage, no need to trim off margins:  
Print on a wide variety of textiles—including porous textiles—with the ink collector<sup>6</sup>



### HP Custom Substrate Profiling

Simplified color management, directly from the front panel, 8-inch touchscreen:

- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel
- Fine-tune existing profiles
- Create custom ICC profiles with the i1 embedded spectrophotometer<sup>29</sup>
- QR codes to help
- Print job preview



The mark of responsible forestry



Earn LEED credits

Meets AgBB criteria

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





### HP Latex Optimizer

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



### Easy operation

- Accessible print zone with large window and lights
- HP 831 Latex Maintenance Cartridge for fully automated servicing, with a single waste ink supply
- Front media loading table, easy single operator task
- Take Up Reel for unattended printing
- Edge holders



### HP 831 775-ml Latex Inks and printheads

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage<sup>4</sup>
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery
- 1200 dpi, user-replaceable printheads



### High-efficiency curing

High-speed printing with less energy and at lower temperatures:<sup>31</sup>

- 17 m<sup>2</sup>/hr (183 ft<sup>2</sup>/hr) indoor quality,<sup>35</sup>
- 31 m<sup>2</sup>/hr (334 ft<sup>2</sup>/hr) high-speed outdoor quality<sup>35</sup>
- 91 m<sup>2</sup>/hr (980 ft<sup>2</sup>/hr) maximum print speed<sup>35</sup>



### Color consistency

- i1 embedded spectrophotometer enables automatic calibration<sup>29</sup>
- Delivers consistent colors to <= 2 dE2000<sup>33</sup>



### Ordering Information

<b>Product</b>	B4H70A	HP Latex 360 Printer
<b>Accessories</b>	F0M56A F0M58A F0M59A F0M63A F0M64A	HP Latex 64-in Printer 2-in Spindle HP Latex 64-in Printer 3-in Spindle HP Latex 3x0 User Maintenance Kit HP Latex Media Loading Accessory HP Latex 3x0 Edge Holders
<b>Original HP printheads</b>	CZ677A CZ678A CZ679A CZ680A	HP 831 Cyan/Black Latex Printhead HP 831 Yellow/Magenta Latex Printhead HP 831 Light Magenta/Light Cyan Latex Printhead HP 831 Latex Optimizer Printhead
<b>Original HP ink cartridges</b>	CZ694A CZ695A CZ696A CZ697A CZ698A CZ699A	HP 831C 775-ml Black Latex Ink Cartridge HP 831C 775-ml Cyan Latex Ink Cartridge HP 831C 775-ml Magenta Latex Ink Cartridge HP 831C 775-ml Yellow Latex Ink Cartridge HP 831C 775-ml Light Cyan Latex Ink Cartridge HP 831C 775-ml Light Magenta Latex Ink Cartridge
<b>Original HP maintenance supplies</b>	CZ706A CZ681A	HP 831 775-ml Latex Optimizer Ink Cartridge HP 831 Latex Maintenance Cartridge
<b>Original HP large format printing materials</b>		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Everyday Matte Polypropylene, 3-in Core <sup>30</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .
<b>Service and support</b>	U1ZP6E U1ZP7E U1ZP8PE U1ZP9PE	HP 2 year Next business day Defective Media Retention HP 3 year Next business day Defective Media Retention HP 1 year Post warranty Next business day Defective Media Retention HP 2 year Post warranty Next business day Defective Media Retention

# HP Latex 370 Printer (1.63 m / 64 in)

**More unattended printing at lower cost of operation**



### HP 871 3-liter Latex Inks and HP 831 775-ml Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage<sup>4</sup>
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery



### Ink collector

Expand into textile signage, no need to trim off margins:  
Print on a wide variety of textiles—including porous textiles—with the ink collector<sup>6</sup>



### HP Custom Substrate Profiling

Simplified color management, directly from the front panel, 8-inch touchscreen:

- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel
- Fine-tune existing profiles
- Create custom ICC profiles with the i1 embedded spectrophotometer<sup>29</sup>
- QR codes to help
- Print job preview



### HP Optical Media Advance Sensor (OMAS)

Precise and accurate motion control of media advance between print swaths:  
Controls registration automatically including double-sided prints with automated registration across sides<sup>28</sup>

**epeat** BRONZE

**REACH**

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

**UL GREENGUARD**  
PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EGG UL 2918

**UL GOLD**

Earn LEED credits

Meets AgBB criteria

**ÉMISSIONS DANS L'AIR INTÉRIEUR\***

**A+**  
A+ A B C

**ENERGY STAR**

**FSC**  
www.fsc.org  
FSC® C113319

The mark of responsible forestry

**CE**

**PEFC**  
PEFC 20-21-261  
PEFC Certified  
www.pefc.org

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



### HP Latex Optimizer

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

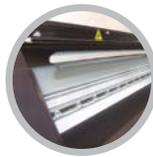


### HP 831 Latex Printheads

1200 dpi, user-replaceable printheads

### Easy operation

- Accessible print zone with large window and lights
- HP 831 Latex Maintenance Cartridge for fully automated servicing, with a single waste ink supply
- Front media loading table, easy single operator task
- Take Up Reel for unattended printing
- Edge holders



### High-efficiency curing

High-speed printing with less energy and at lower temperatures:<sup>31</sup>

- 17 m<sup>2</sup>/hr (183 ft<sup>2</sup>/hr) indoor quality,<sup>35</sup>
- 31 m<sup>2</sup>/hr (334 ft<sup>2</sup>/hr) high-speed outdoor quality<sup>35</sup>
- 91 m<sup>2</sup>/hr (980 ft<sup>2</sup>/hr) maximum print speed<sup>35</sup>



### Color consistency

- i1 embedded spectrophotometer enables automatic calibration<sup>29</sup>
- Delivers consistent colors to <= 2 dE2000<sup>33</sup>



### Ordering Information

<b>Product</b>	L4R41A	HP Latex 370 Printer
<b>Accessories</b>	F0M56A F0M58A F0M59A F0M63A F0M64A D8J24A	HP Latex 64-in Printer 2-in Spindle HP Latex 64-in Printer 3-in Spindle HP Latex 3x0 User Maintenance Kit HP Latex Media Loading Accessory HP Latex 3x0 Edge Holders HP Latex 360/370 Ink Collector
<b>Original HP printheads</b>	CZ677A CZ678A CZ679A CZ680A	HP 831 Cyan/Black Latex Printhead HP 831 Yellow/Magenta Latex Printhead HP 831 Light Magenta/Light Cyan Latex Printhead HP 831 Latex Optimizer Printhead
<b>Original HP ink cartridges</b>	G0Y79C G0Y80C G0Y81C G0Y82C G0Y83C G0Y84C G0Y85A	HP 871C 3-liter Cyan Latex Ink Cartridge HP 871C 3-liter Magenta Latex Ink Cartridge HP 871C 3-liter Yellow Latex Ink Cartridge HP 871C 3-liter Black Latex Ink Cartridge HP 871C 3-liter Light Cyan Latex Ink Cartridge HP 871C 3-liter Light Magenta Latex Ink Cartridge HP 871 3-liter Latex Optimizer Cartridge
<b>Original HP maintenance supplies</b>	CZ681A	HP 831 Latex Maintenance Cartridge
<b>Original HP large format printing materials</b>		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Permanent Gloss Adhesive Vinyl REACH <sup>36</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .
<b>Service and support</b>	U7VD2E U1XQ1E B4H70-67105	HP 2 year Next Business Day, DMR, and one SMK3 HW Support HP Installation and Training L2X Series and L3X Series HW Support HP Latex 300 series SMK3 Preventive Maintenance kit

# HP Latex 850 Printer (3.2 m / 126 in)

Increase production of  
outdoor/indoor applications



**HP LX610 Latex Printheads**  
1200 dpi, user-replaceable printheads



**Maximum media width**  
3.2 m / 126 in



**HP Optical Media Advance Sensor (OMAS)**  
Precise and accurate motion control of media advance between print swaths:  
Controls registration automatically including double-sided prints with automated registration across sides<sup>28</sup>



**Roll-to-roll**



**Dual roll**



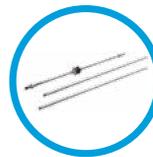
**Roll-to-free fall**



**Double-sided printing<sup>28</sup>**



**Ink collector**



**HP Latex 126-in dual roll spindle**  
(Optional)  
Up to 2 x 70 kg (2 x 155 lb)



Earn  
LEED  
credits

Meets  
AgBB  
criteria

\* 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).



**i1 embedded spectrophotometer**

Enables automatic calibration<sup>29</sup>



**HP LX610 3-liter Latex Inks**

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



**HP 126-in single spindles**

Inflatable for fast loading  
Up to 130 kg (286 lb)



**Ordering Information**

<b>Product</b>	CR774A	HP Latex 850 Printer
<b>Accessories</b>	CK832A	HP Scitex LX Printer Cleaning Kit
	CQ657A	HP 126-in Spindle
	CX062A	HP 126-in Dual Roll Kit
	CQ755B	HP Scitex Caldera RIP Software
	D9Z41A	HP Scitex Onyx Thrive 211 RIP Software
<b>Original HP printheads</b>	CN667A	HP LX610 Yellow/Magenta Latex Printhead
	CN668A	HP LX610 Cyan/Black Latex Printhead
	CN669A	HP LX610 Light Magenta/Light Cyan Latex Printhead
<b>Original HP ink cartridges and maintenance supplies</b>	CN670A	HP LX610 3-liter Cyan Latex Ink Cartridge
	CN671A	HP LX610 3-liter Magenta Latex Ink Cartridge
	CN672A	HP LX610 3-liter Yellow Latex Ink Cartridge
	CN673A	HP LX610 3-liter Black Latex Ink Cartridge
	CN674A	HP LX610 3-liter Light Cyan Latex Ink Cartridge
	CN675A	HP LX610 3-liter Light Magenta Latex Ink Cartridge
	CC591A	HP LX600 Scitex Maintenance Kit
<b>Original HP large format printing materials</b>	HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Everyday Matte Polypropylene, 3-in Core <sup>30</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .	

# HP Latex 3100 Printer (3.2 m / 126 in)

Produce a wide range of applications  
delivering on short turnaround times



### HP 881 5-liter Latex Inks and printheads

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage<sup>4</sup>
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery
- 1200 dpi, user-replaceable printheads



### HP Latex Optimizer

Achieve high image quality at high productivity:

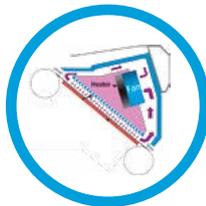
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print



### Dynamic Swath Alignment (DSA)

Suppress banding even at high speeds:

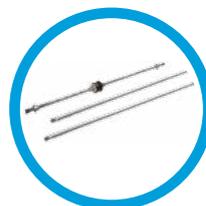
- HP Optical Media Advance Sensor (OMAS) precisely measures media advance
- DSA electronically selects nozzles to dynamically align print swaths



### High-efficiency curing

Enables wide media versatility, including heat-sensitive media:

Drying and curing systems designed for high energy efficiency<sup>37</sup>



### Media handling

- Roll-to-roll
- Roll-to-free fall
- Dual roll
  - Single roll up to 160 kg (350 lb)
  - Dual roll up to 2 x 70 kg (2 x 155 lb)
- Double-sided printing<sup>28</sup>



\* 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).



### Productivity Software

- JDF Enabled
- Printing Resume
- HP Online Substrate Profile Library



### HP Latex Mobile app<sup>2</sup>

Confidently increase unattended printing with the HP Latex Mobile app<sup>2</sup> for remote production monitoring



### Printer Status Beacon

Enables one person to operate multiple printers and finishing equipment



### LED Proofing Lights

Proof while printing with the LED Proofing Lights for on-printer visual assessment and proofing



### Ink collector

Optional accessory for mesh and porous textiles<sup>6</sup>



### Ordering Information

<b>Product</b>	L2E27A	HP Latex 3100 Printer
<b>Accessories</b>	CQ755B	HP Scitex Caldera RIP Software
	D9Z41A	HP Scitex Onyx Thrive 211 RIP Software
	M2J33A	HP Latex In-line Slitters
	CZ065A	HP Latex 3000 Ink Collector Kit
	F1V49A	HP Latex 3000 Ink Collector Foams Kit
	F0D27A	HP Latex 3000 Edge Holder Kit
	CZ059A	HP Latex 126-in Carbon Fiber Spindle
	G1K80A	HP Latex 126-in Dual Roll Spindle
<b>Original HP printheads</b>	CR327A	HP 881 Yellow/Magenta Latex Printhead
	CR328A	HP 881 Cyan/Black Latex Printhead
	CR329A	HP 881 Light Magenta/Light Cyan Latex Printhead
	CR330A	HP 881 Latex Optimizer Printhead
<b>Original HP ink cartridges and maintenance supplies</b>	CR331A	HP 881 5-liter Cyan Latex Ink Cartridge
	CR332A	HP 881 5-liter Magenta Latex Ink Cartridge
	CR333A	HP 881 5-liter Yellow Latex Ink Cartridge
	CR334A	HP 881 5-liter Black Latex Ink Cartridge
	CR335A	HP 881 5-liter Light Cyan Latex Ink Cartridge
	CR336A	HP 881 5-liter Light Magenta Latex Ink Cartridge
	CR337A	HP 881 5-liter Latex Optimizer Ink Cartridge
	CR339A	HP 881 Latex Cleaning Roll
<b>Original HP large format printing materials</b>	HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Permanent Gloss Adhesive Vinyl REACH <sup>26</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .	
<b>Service kits</b>	D4J02A	HP Latex 3000 Series Standard Uptime Kit
	M7J62A/K4G10-67076	HP Latex 3000 Series Extended Uptime Kit
	M7J49A /K4G10-67078	HP Latex 3100/3500 Printer Maintenance Kit
	CZ056-67310	HP Latex 3000 Series Service Maintenance Kit
<b>Service contracts</b>	HK707AC-L2E27A	HP Parts and Remote Hardware Support Contract

# HP Latex 3500 Printer (3.2 m / 126 in)

Efficient high-volume production for standardized workflows



### HP 3M 891 10-liter Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage\*
- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery



### HP Latex Optimizer

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



### Heavy-duty roll handling

- 40-cm (16-in) diameter
- Single roll up to 300 kg (650 lb)
- Dual roll up to 2 x 200 kg (2 x 440 lb)



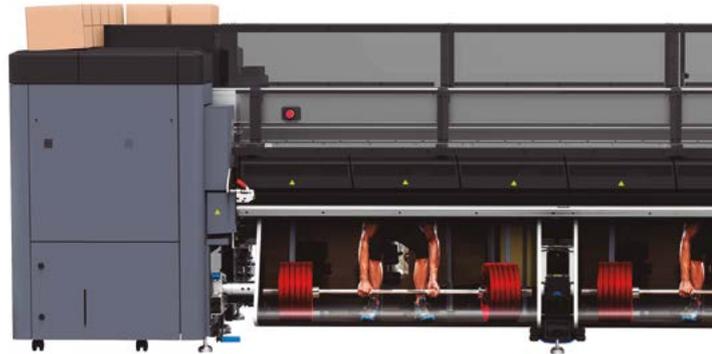
### Dual-roll split spindles

- For quick, safe, single-operator roll change, especially when working with over-sized rolls



### Media handling

- Roll-to-roll
- Roll-to-free fall
- Dual roll
- Double-sided printing<sup>28</sup>



### In-line Slitters

- Achieve quicker turnaround times. HP Latex In-line Slitters reduce bottlenecks in finishing



\* 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).



### Productivity Software

- JDF Enabled
- Printing Resume
- HP Online Substrate Profile Library



### HP Latex Mobile app<sup>2</sup>

Confidently increase unattended printing with the HP Latex Mobile app<sup>2</sup> for remote production monitoring



### Printer Status Beacon

Achieve highly unattended operation



### LED Proofing Lights

Proof while printing with the LED Proofing Lights for on-printer visual assessment and proofing



### Ink collector

Optional accessory for mesh and porous textiles<sup>6</sup>



### Ordering Information

<b>Product</b>	K4G10A	HP Latex 3500 Printer
<b>Accessories</b>	CQ755B	HP Scitex Caldera RIP Software
	D9Z41A	HP Scitex Onyx Thrive 211 RIP Software
	M2J33A	HP Latex In-line Slitters
	CZ065A	HP Latex 3000 Ink Collector Kit
	F1V49A	HP Latex 3000 Ink Collector Foams Kit
	F0D27A	HP Latex 3000 Edge Holder Kit
	CZ059A	HP Latex 126-in Carbon Fiber Spindle
	L2E28A	HP Latex 3500 Dual Roll Split Spindles
<b>Original HP printheads</b>	CR327A	HP 881 Yellow/Magenta Latex Printhead
	CR328A	HP 881 Cyan/Black Latex Printhead
	CR329A	HP 881 Light Magenta/Light Cyan Latex Printhead
	CR330A	HP 881 Latex Optimizer Printhead
<b>Original HP ink cartridges and maintenance supplies</b>	G0Y72A	HP 3M 89110-liter Cyan Latex Ink Cartridge
	G0Y73A	HP 3M 89110-liter Magenta Latex Ink Cartridge
	G0Y74A	HP 3M 89110-liter Yellow Latex Ink Cartridge
	G0Y75A	HP 3M 89110-liter Black Latex Ink Cartridge
	G0Y76A	HP 3M 89110-liter Light Cyan Latex Ink Cartridge
	G0Y77A	HP 3M 89110-liter Light Magenta Latex Ink Cartridge
	G0Y78A	HP 3M 89110-liter Latex Optimizer Ink Cartridge
	CR339A	HP 881 Latex Cleaning Roll
<b>Original HP large format printing materials</b>	HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability. HP PVC-free Wall Paper (FSC® and UL GREENGUARD GOLD Certified) <sup>22, 11</sup> HP Permanent Gloss Adhesive Vinyl REACH <sup>36</sup> HP Backlit Polyester Film <sup>30</sup> HP Premium Satin Canvas For the entire HP Large Format Printing Materials portfolio, please see <a href="http://HPLFMedia.com">HPLFMedia.com</a> .	
<b>Service kits</b>	D4J02A	HP Latex 3000 Series Standard Uptime Kit
	M7J62A/K4G10-67076	HP Latex 3000 Series Extended Uptime Kit
	K4G10-67077	HP Latex 3500 Extended Delta Kit
	M7J49A/K4G10-67078	HP Latex 3100/3500 Printer Maintenance Kit
	CZ056-67310	HP Latex 3000 Series Service Maintenance Kit
<b>Service contracts</b>	HK707AC- K4G10A	HP Parts and Remote Hardware Support Contract

# Help me choose my HP Latex printer

All HP Latex printers provide the same benefits of high image quality, versatility across a wide range of applications and media types, plus healthier printing<sup>5</sup> with HP Latex Inks.

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

## HP Latex printers

### Low-volume



HP Latex 280 Printer



HP Latex 310 Printer



HP Latex 330 Printer



HP Latex 360 Printer

#### Description

Easy, productive printing; ideal width for wide banners and textiles.<sup>6</sup>

A perfect fit for small spaces, this affordable printer frees up workspace and your operator.

Gain versatility and enjoy convenient printing of indoor and outdoor jobs with this affordable printer.

Produce high quality for indoors and out at production speeds ideal for handling urgent jobs.

#### Media handling

- Roll-to-free fall
- Take-up reel
- Double-sided printing<sup>28</sup>

- Roll-to-free fall
- Take-up reel—optional accessory

- Roll-to-free fall
- Take-up reel

- Roll-to-free fall
- Take-up reel
- Double-sided printing<sup>28</sup>
- Ink collector

#### HP Latex Inks

HP 792 Latex Inks  
775-ml cartridges

HP 831 Latex Inks  
775-ml cartridges

HP 831 Latex Inks  
775-ml cartridges

HP 831 Latex Inks  
775-ml cartridges

#### Maximum media width

264 cm (104 in)

137.1 cm (54 in)

162.5 cm (64 in)

162.5 cm (64 in)

#### Maximum media loading

100 kg (220 lb)

25 kg (55 lb)

42 kg (92.6 lb)

42 kg (92.6 lb)

#### Speed—indoor high quality

14.7 m<sup>2</sup>/hr (158 ft<sup>2</sup>/hr)

12 m<sup>2</sup>/hr (129 ft<sup>2</sup>/hr)

13 m<sup>2</sup>/hr (140 ft<sup>2</sup>/hr)

17 m<sup>2</sup>/hr (183 ft<sup>2</sup>/hr)

#### Suggested Monthly Volume

500 - 1,000 m<sup>2</sup>/month  
5,000 - 10,000 ft<sup>2</sup>/month

<300 m<sup>2</sup>/month  
<3,000 ft<sup>2</sup>/month

300 - 600 m<sup>2</sup>/month  
3,000 - 6,000 ft<sup>2</sup>/month

500 - 1,000 m<sup>2</sup>/month  
5,000 - 10,000 ft<sup>2</sup>/month



**Mid-volume**



**HP Latex 370 Printer**

More unattended printing at lower cost of operation for highly demanding production environments.

- Roll-to-free fall
- Take-up reel
- Double-sided printing<sup>28</sup>
- Ink collector

HP 871 Latex Inks  
3-liter cartridges

162.5 cm (64 in)

42 kg (92.6 lb)

17 m<sup>2</sup>/hr (183 ft<sup>2</sup>/hr)

750 - 1,500 m<sup>2</sup>/month  
7,500 - 15,000 ft<sup>2</sup>/month



**HP Latex 850 Printer**

Fully featured mid-volume roll-to-roll printer offering multiple workflow features.

- Roll-to-roll
- Roll-to-free fall
- Dual roll
- Double-sided printing<sup>28</sup>
- Ink collector

HP LX610 Latex Inks  
3-liter cartridges

320 cm (126 in)

Single roll up to 130 kg (286 lb)  
Dual roll up to 2 x 60 kg (2 x 132 lb)

45 m<sup>2</sup>/hr (484 ft<sup>2</sup>/hr)

1,500 - 3,000 m<sup>2</sup>/month  
15,000 - 30,000 ft<sup>2</sup>/month



**HP Latex 3100 Printer**

Produce a wide range of applications delivering on short turnaround times, without sacrificing quality.

- Roll-to-roll
- Roll-to-free fall
- Dual roll
- Double-sided printing<sup>28</sup>
- Ink collector—optional accessory

HP 881 Latex Inks  
5-liter cartridges

320 cm (126 in)

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

77 m<sup>2</sup>/hr (830 ft<sup>2</sup>/hr)

3,000 - 6,000 m<sup>2</sup>/month  
30,000 - 60,000 ft<sup>2</sup>/month



**HP Latex 3500 Printer**

Efficient high-volume production for standardized workflows and dedicated application production.

- Roll-to-roll
- Roll-to-free fall
- Dual roll
- Double-sided printing<sup>28</sup>
- Ink collector—optional accessory

HP 3M 891 Latex Inks  
10-liter cartridges

320 cm (126 in)

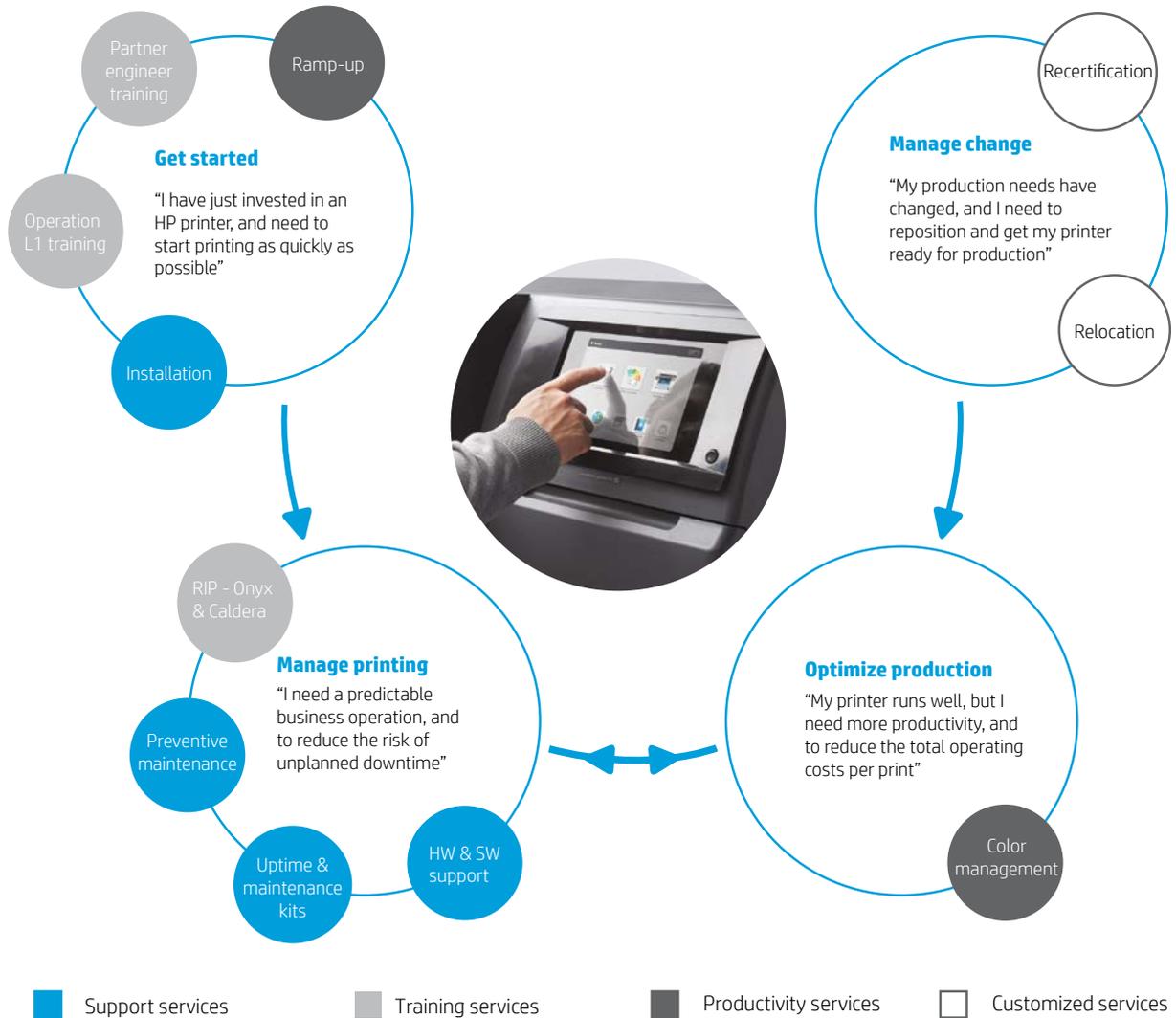
Single roll up to 300 kg (650 lb)  
Dual roll up to 2 x 200 kg (2 x 440 lb)

77 m<sup>2</sup>/hr (830 ft<sup>2</sup>/hr)

5,000 - 15,000 m<sup>2</sup>/month  
50,000 - 150,000 ft<sup>2</sup>/month

# 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 Care<sup>38</sup>

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.

# 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](http://hp.com/communities/HPLatex)

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](http://hpwallart.com).

2 Only HP Latex 300 series printers are supported. HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile 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 for 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-Martins 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](http://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](http://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](http://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](http://ul.com/gg) or [greenguard.org](http://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 3100/3500/360/370/820/850/210/260/280 Printers; HP LX610 Latex Inks for the HP Latex 600 Printer. Warranty coverage varies by region, please see [3Mgraphics.com](http://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](http://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 Overlamine, 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](http://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

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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](http://fsc.org). HP trademark license code FSC®-C017543, see [fsc.org](http://fsc.org). BMG trademark license code PEFC™/29-31-261, see [pefc.org](http://pefc.org). HP trademark license code PEFC™/29-31-198, see [pefc.org](http://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](http://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 For best results use media options intended for double-sided printing.

29 ICC profiling with the spectrophotometer does not support textiles and banners.

30 HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See [HPLFMedia.com/hp/ecosolutions](http://HPLFMedia.com/hp/ecosolutions) for details.

31 Third-generation HP Latex Printing Technologies, including HP Latex Optimizer, reduce the temperatures and energy requirements of drying and curing HP Latex Inks.

32 Indoor prints (8-pass 6-color) mode; outdoor plus prints (6-pass 6-color) mode; maximum print speed in billboard (2-pass 4-color) mode.

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

34 Indoor prints (8-pass 6-color) mode; outdoor high-speed prints (4-pass 4-color) mode; maximum print speed in billboard (2-pass 4-color) mode.

35 Indoor prints (8-pass 6-color) mode; outdoor high-speed prints (4-pass 4-color) mode; maximum print speed (1-pass) mode.

36 This product does 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 Declaration published at [HP Printing Products and Consumable Supplies](http://HP Printing Products and Consumable Supplies). Logo source: Copyright European Chemicals Agency.

37 High-efficiency curing includes two zones, drying lamps in the print zone and a curing module in the post-print zone. The drying lamps in the print zone include power settings that were designed for high performance and safe operation with HP 881 Latex Inks. If inks other than Original HP 881 Latex Inks are used, the drying lamps will be automatically switched off.

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



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FUTURE PRINT LATEX TECHNOLOGY LATEX  
PRINTER WATER LATEX  
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