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Two 98-inch wide HP Latex R 2000 Plus Printers, printing on both rigid and flexible materials, have joined the production line-up at the Rockville Maryland-based PSP, as the company expands its sustainable offering with the new water-based Large Format printing solution from HP.

PCI Graphics provides Large Format products for retail displays, conference exhibits, commercial building signage, and event graphics, including signs, banners, wraps, posters.

“The ability to run a more diverse product offering allows us to serve a wider market than we currently do. Latex offers so much more in the way of textiles, acrylic, styrene, and coroplast without the challenge of heat warp and other environmental issues of UV printing,” said Bob Green, president and owner at PCI Graphics. “We are capable of offering the client a full range of possibilities.”

The installation of the HP Latex R 2000 Plus Printers, replacing older HP models, has quadrupled production capacity for signage.

The HP R 2000 Plus supports true hybrid printing of rigid and flexible materials with roll-to-roll production. The printers use the new HP Latex white ink, a true, glossy white that maintains its color over time without yellowing.

The HP Latex R series offers vibrant HP Latex color at unparalleled speed on rigid materials while preserving media gloss and feel, printing with no smell. Rigid substrates include paper foamboard, plastic foamboard, PVC foam, plastic corrugated, acrylic, polycarbonate, compressed cardboard, corrugated board, honeycomb board, aluminum composite panel, wood, glass, and ceramic. Flexible substrates include PVC banner, self-adhesive vinyl, coated paper, polyester, and canvas.

Unlike UV printing technology, which creates a thick layer of ink that completely covers the material, HP’s water-based Latex Inks preserve the look and feel of the media, and delivers odorless prints that are both safe for the environment and the printer operator.



For more information, please visit <http://www.hp.com/go/LatexR2000>