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Kent-based PressOn has been using HP Latex systems since around 2009, more than half of the large format digital printing and installation company's 20-year lifetime, which has resulted in a strong relationship with HP and a diverse, impressive project portfolio. Recently, this has included Moncler's pop-up store at Harrods, an exhibition with renowned photographer Perou and the launch campaign for the Kia Xceed.

PressOn installed the HP Latex R-series in April 2019 primarily for sustainability reasons. Managing Director Andy Wilson says PressOn is strongly focused on reducing its environmental impact, both to appeal to a new generation of socially conscious customers and for the benefit of its staff. HP Latex inks are 70% water, UL ECOLOGO-certified and have low VOC levels that have achieved GREENGUARD GOLD certification for unrestricted coverage.

He comments: "The Latex runs water-based inks, the cardboard packaging is recyclable, and the whole machine can be returned to HP at the end of its life to be recycled. I also like the fact there is no need for extraction - we don't get the unpleasant odours from the machine or excessive heat. It works well in our environment."

HP introduced the Latex R-series 2020 edition in June, giving users like PressOn greater material and application flexibility. Updates include white ink as standard on the new R1000, better durability on Aluminium Composite Panel (ACP) and acrylic, better colour accuracy with tiling mode, and improved productivity with the ability to print more boards per hour. HP also introduced two new applications for the R-series: thermoforming and speciality packaging.

"We have had some great results thermoforming with the R-series," Andy Wilson comments. "The inks on Latex are super flexible and this means we have been able to get some stunning results with PVC and PETG."

"Printing white ink on window film is really impressive, especially graduated tones. The level of gloss is fantastic, with no yellowing over time. I really like the way the colours print on the clear film as well, as the ink is transparent unlike the frosted effect you get with other technologies and ink types."

During the current period of socially distanced working - along with a growing demand for next-day turnaround - PressOn has also found the ability to print even complicated jobs unattended an advantage. As a user of PrintOS, HP's print operating system, PressOn can automate production, optimise operations, monitor systems and consumables and much more, all remotely.

"We use PrintOS daily, it's great," says Andy. "I especially like that we can print rolls of polyester film with white ink overnight. We couldn't run our previous printer unattended and some of the hi-res and intricate files need to run on a quite a high pass rate - that doesn't matter so much when you don't have to be here to watch it."



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