

THE SMARTER GUIDE TO CHOOSING A LARGE FORMAT PRINTER

SIGNAGE AND DÉCOR EDITION



What you can expect in this eBook

Get insights on how to choose a large format printer that best unlocks today's business opportunities in signage and décor printing:

- Discover the **3 key trends** driving growth in the large format printing industry
- Understand the **top 3 considerations** when choosing a large format printer today
- Get guidance with **identifying a large format printer** that best fits your business needs and budget



Did you Know?

Despite the slowing economy, the global market for large format printing is projected to grow from USD 9.3 billion in 2020 to USD 11.2 billion by 2025, at a compound annual growth rate (CAGR) of 3.8%, according to industry researchers.¹ Read on to discover the 3 key print industry trends driving this market growth.



3 key market trends reshaping large format printing



Growing demand for personalised print applications

The rapid growth of décor and packaging printing, along with more custom print jobs for event-based marketing campaigns, is fuelling demand for a wide variety of personalised large format print applications.



Customer expectations for faster turnarounds

The rise of e-commerce giants – such as Amazon, Alibaba, eBay and Rakuten – and the brisk delivery services they offer is decisively shaping customer expectations for similarly speedy turnarounds with print job deliveries.



Increasing environmental regulations on businesses

Governments around the world are clamping down on the use and emission of environmentally-harmful substances, impacting large format print businesses using traditional printing technologies which emit toxic chemicals.



To keep your business competitive, you should invest in a large format printer that:

- ✔ supports a wide range of print applications
- ✔ delivers prints that are ready for immediate installation
- ✔ complies with modern environmental and health safety regulations



3 major considerations when choosing a large format printer

1

VERSATILITY – CAN YOUR PRINTER HANDLE A WIDE RANGE OF PRINT APPLICATIONS?

Tapping into the fast-growing market segments of décor and packaging printing now requires a large format printer that delivers quality work across a broad variety of print applications.

SIGNAGE

- Outdoor and indoor banners
- Point of Sales materials
- Backlit posters
- Window decals
- Floor stickers
- Vehicle wraps
- Building wraps
- Covid19 applications
 - Floor stickers
 - Separation panels
 - Posters / Banners

DÉCOR

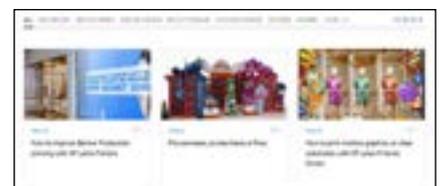
- Wallpaper
- Curtains and window blinds
- Clothing and apparel
- PU/synthetic leather goods
 - Bags, wallets, cases
- Cushions
- Tablecloths
- Bedsheets
- Magnetic menu boards

LABELS & PACKAGING

- Roll bags
- Folding cartons
- Stickers and labels
- Floor-Standing Display Units

Pro Tip:

HP Latex printers use a water-based pigment ink technology that delivers superior output on a wide range of materials – by dispersing charged ink pigments that adhere to the surface of the printed media without penetrating or corroding it – thereby offering unmatched print application versatility across both uncoated and coated substrates.



Access **FREE** guides for various print applications [here](#)



2

EFFICIENCY – CAN YOUR PRINTER MEET FAST TURNAROUND TIMES WITHOUT COMPROMISING PRINT QUALITY?

Customer requests for same-day turnarounds grew from some 41% to 61%.² Stay competitive with a large format printer that helps you meet the evolving market demands across these 3 main areas.

1 Printing time – To produce top quality prints at high resolution, a significant amount of printing time is often required.



Pro Tip:
Speed up production of high quality prints with a printer that is able to print at **high native resolution**. HP Latex printers deliver high-speed prints at a native resolution of 1200 dpi.



2 Print job configuration – Large format prints on different substrates require different printer configuration settings, which often have to be manually set up each time.



Pro Tip:
Automate printer configuration settings with HP PrintOS software³ on HP Latex printers. Skip repetitive manual configuration before every print job by pre-setting configurations for various substrates via the HP Configuration Center application.

3 Post-print finishing – Large format prints using solvent-based inks require extended dry times of up to 24 hours post-printing, before undergoing additional finishing processes such as lamination.



Pro Tip:
Completely eliminate drying time and the need for special ventilation with water-based ink printers like HP Latex, which deliver prints ready for dispatch as soon as they come out. HP Latex prints also offer up to **3 years of unlaminated scratch resistance**,⁴ allowing you to save on lamination time, while models with print-and-cut capabilities help you further **save time spent on transferring prints to a separate cutting device**.



Watch how HP Latex printers running HP PrintOS helped Engardo increase their productivity through active printer maintenance.

<https://youtu.be/On8pMYTEXXE>



3

SUSTAINABILITY – CAN YOUR PRINTER MEET TODAY’S ENVIRONMENTAL AND HEALTH SAFETY REGULATIONS?

Government regulations mandating industries to adopt environmentally-sustainable production methods are growing. This makes it increasingly important for print businesses to invest in large format printers with modern environmental sustainability and health safety certifications.

INKS & PRINTS



UL GREENGUARD GOLD⁵

Rated based on a fully decorated room⁶

Certifies prints releases minimal airborne chemicals, and are safe for indoor use.

OPERATIONAL IMPACT



Zero Discharge of Hazardous Chemicals (ZDHC)⁸

Certifies printer emits none of the top 100 most toxic chemicals.

HARDWARE & MATERIALS



Restriction of Hazardous Substances (RoHS)

Certifies printer does not exceed the allowable amounts of 10 hazardous materials restricted in the EU



AgBB tested⁷

Certifies prints meet volatile organic compounds (VOCs) emission standards for interior construction materials.



Energy Star⁹

Certifies printer has superior energy efficiency.



Electronic Product Environmental Assessment Tool (EPEAT)¹⁰

Certifies printer is made with environmentally sustainable electronic components.

Did you know:

Compared to any other printer brand today, HP Latex printers:

- comply with the most extensive range of government regulations on eco-friendly production methods
- produce prints that can be safely handled without adverse health effects in the long run
- safeguard the well-being of PSP workers, customers and the environment at large

Additionally, HP actively seeks out newer and more stringent environmental and health safety standards to continually widen the scope of our compliance, ensuring that our users always stay at the forefront of the sustainability curve.



Eco-solvent inks vs HP Latex inks— which is more environmentally-friendly?

Watch this visual demonstration to find out.

<https://youtu.be/7Vmy3DUvIS4>



HP offers the widest range of large format printers

HP Latex printers are engineered to cater to a comprehensive variety of work demands and budgetary requirements. Speak to our sales representative to learn about our wide range of HP Latex printers and get assistance on choosing the model that best fits your needs.



Call us:

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+64 (800) 527550



Email us:

HPLargeFormatPrinter_AU@hp.com
HPLargeFormatPrinter_NZ@hp.com

HP Latex 1500 printer

HP Latex 3600 printer



HP Latex 560 printer

HP Latex 570 printer

HP Latex 365 printer

HP Latex 375 printer

HP Latex 315
Print and Cut Solution

HP Latex 335
Print and Cut Solution

For the latest products, visit us: hp.com/go/latex

1. Large Format Printer Market by Offering (Printers, RIP software, Services), Ink Type (Aqueous, Solvent, UV Curable, Latex, Dye Sublimation), Printing Technology, Printing Material, Print Width, Application, and Geography – Global Forecast to 2025, MarketsandMarkets™ research report. 2. <https://graphicartsmag.com/articles/2018/05/wide-format-market-trends/> 3. For HP's Large Format printers, HP PrintOS is compatible with the HP Latex 100, 300, 500, 1500, 3000 and R-series, HP DesignJet Z6 and Z9 Printer series, and HP Stitch Printer series. HP PrintOS is also available for Indigo Digital Presses and HP PageWide Industrial presses. 4. Scratch resistance is measured according to test method ISO 1518-2:2011. Based on internal HP testing in January 2018, demonstrating scratch-resistance performance comparable to representative hard-solvent inks on self-adhesive vinyl and PVC banner. 5. Applicable to HP Latex Inks. UL GREENGUARD Gold Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org. Unrestricted room size—full decorated room, 33.4 m² (360 ft²) in an office environment, 94.6 m² (1,018 ft²) in a classroom environment. 6. For wallpapers: unrestricted for a full decorated room 33.4 m² (360 ft²) in an office environment and 94.6 m² (1,018 ft²) in a classroom environment. For decorative wall: restricted to one wall less than 10.4 m² (112 ft²) in an office environment and less than 31.6 m² (340 ft²) in a classroom environment. For signage: restricted to a small sign less than 3 m² (32 ft²) in an office environment and less than 11.9 m² (128 ft²) in a classroom environment. 7. AgBB criteria. HP PVC-free Durable Suede Wall Paper printed with HP Latex Inks was tested based on the test criteria of the Scheme Health-related Evaluation of Emissions of Volatile Organic Compounds (VVO, VOC, and SVOC) from Building Products of the Committee for Health-related Evaluation of Building Products (AgBB 2018) and meets the requirements therein. See https://www.umweltbundesamt.de/sites/default/files/medien/355/dokumente/agbb_evaluation_scheme_2018.pdf 8. Zero Discharge of Hazardous Chemicals. Applicable to HP Latex Inks. The ZDHC Roadmap to Zero Level 1 demonstrates that an ink conforms to or meets the standards of the ZDHC Manufacturing Restricted Substances List (ZDHC MRSL) 1.1, a list of chemical substances banned from intentional use during production. ZDHC is an organization dedicated to eliminating hazardous chemicals and implementing sustainable chemicals in the leather, textile, and synthetics sectors. The Roadmap to Zero Program is a multi-stakeholder organization which includes brands, value chain affiliates, and associates, that work collaboratively to implement responsible chemical management practices. See roadmaptozero.com. 9. Applicable to select HP Latex printers. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency. See energystar.gov for certification status by country. 10. Applicable to select HP Latex printers. EPEAT registered where applicable/supported. See epeat.net for registration status by country.



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