



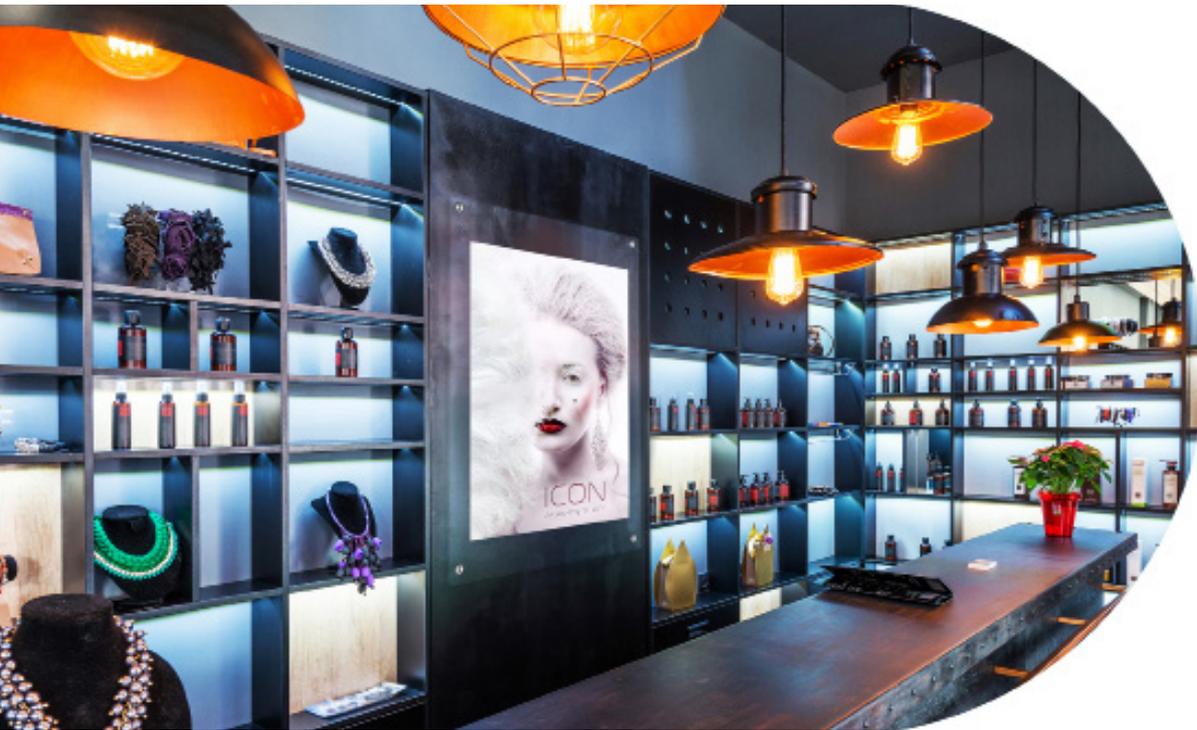
SEE HOW WHITE INK PRINT MODES

CAN DIVERSIFY YOUR PORTFOLIO AND

WIN HIGH MARGIN OPPORTUNITIES.



STAND OUT FROM THE CROWD



White ink print modes are the quintessential ingredient to achieving more impactful graphics that can help boost margins. White ink works in concert with semi-transparent colored inks to preserve the opacity of the graphics, so images pop rather than fade or disappear into the colored media.

Winning in the printing world means investing in new technology and cutting-edge innovation to stay ahead of the curve and maintain an advantage. HP Latex White Ink print modes for the HP Latex 700 W, 800 W, and R series Printers can help print service providers (PSPs) boost margins and win high-end customers looking for versatility and, above all, quality.

With the whitest white,¹ the image's opacity is preserved, and the contrast between colors is increased to create more dynamic and impactful applications for flexible and rigid² media.

Designed to diversify and produce high-margin graphics, HP Latex White Ink print modes can help drive increased profitability, for instance, by up to 10 percentage points for a contour-cut window graphic using white ink on transparent selfadhesive vinyl.³

GET TO KNOW YOUR MODES

OVERFLOOD AND UNDERFLOOD MODE

Produce vivid advertising without sacrificing the natural light and public, eye-catching visibility of window graphics by using HP Latex White Ink with overflow and underflood print modes to help bolster the quality and sharpness of the image printed onto clear vinyl.



OVERFLOOD

Printing a layer of white ink over a transparent or colored layer.

- + Used on transparent media in mirror mode. This print mode is typically used for decals placed on the inside of shop windows for viewing from the outside in.

UNDERFLOOD

Prints a white ink layer and then a color layer on top to cover the colored substrate and to use a white background to print color on top.

- + This print mode is ideal for enhancing designs and lettering for non-white substrates or graphics and stickers placed on the outside of a window.



SPOT MODE

Printing white on the same layer as colored inks

- + Printing with one layer has significant benefits when it comes to production speed.
- + White ink can be used on its own for printing text or simple designs onto colored media or strategically added to designs.
- + This print mode provides outstanding benefits for outlining or helping the image pop without using a white background. Giving stunning definition to decorative media on non-white substrates such as wood or black PVC.



SANDWICH MODE

When using the 3-layered sandwich mode, the white ink layer is printed between two color images.

The 5-layered sandwich mode makes it possible to create dual-sided signage without printing on both sides of the media.

- + Sandwich mode is used for two different applications, Dual-Side and day and night.
- + A Dual-Side application allows an image to be viewed from both sides of the transparent media equally, ideal for hanging banners for outdoor or event signage.
- + Day and night applications are designed to be viewed from one side only using daylight, or backlit for eye-catching LED advertising displays.



3-LAYERED

- + These three layers make it possible for the image to be clearly seen no matter what time of day or night. In daytime, the white layer backs up the outer color layer. At night, the second layer of color shines through due to the backlighting, giving a high-end feel with maximum impact for retail.



5-LAYERED

- + By using black ink, or blockout, as the third layer, transparency between the two sides is prevented. Full opacity is maintained for hanging displays in retail or exhibitions, with often amazing and inspiring results.

DIVE INTO A VAST RANGE OF HIGH-VALUE JOBS



Printing with HP Latex White Ink opens up a whole new world of applications for your business, providing versatility with vivid colors and dazzling white across a wide range of media types used in sign and display and decorative printed applications. Explore how you can increase your bottom line and capture more of the market with high-margin applications for retail, events, trade shows and much, much more by taking full advantage of the whitest white¹ and vibrant colors for both flexible and rigid² substrates.

¹ Whitest white based on HP Latex 700 W and 800 W Printers. Whitest white based on ISO/DIS 23498 compared to competitive alternatives using solvent and UV technologies under \$50,000 USD as of May, 2020. Test performed on black opaque self-adhesive vinyl (L*:4.16 – a*:0.48-b*:2.34) with 160% UF print mode using HP 873 3-liter or HP 832 1-liter White Latex Ink Cartridges. Visual opacity = 91%.

² Rigid available for HP Latex R Printer series only.

³ Based on research commissioned by HP and conducted July, 2020 with 100 print service providers across the U.S., Germany, and India. Reported company average gross margin overall: 31.5%. Contour-cut window displays with white ink: 44%.