



HP large-format printing solutions for
decorative applications

The décor print opportunity

The decorative print market is growing rapidly as homeowners and businesses look to enhance and customize their homes, workplaces, and brands. Whether for a teenager's bedroom, an office creative space, or a hotel lobby, today's generation is gravitating toward solutions that offer adaptable, personalized services and environmentally responsible products.

This guide will show you how HP large-format printing solutions for decorative applications can be your ideal solution when considering how you can capture new profit for your business in this exciting, high-margin sector. HP enables you to offer your clients tremendous creative freedom with a broad substrate choice, odorless indoor prints,¹ a vast network of collaborators, and the right technology for virtually any scenario.



The benefits of digital

The growth in demand for printed décor presents an exciting market opportunity. Thanks to digital printing, you can provide the level of flexibility and customization customers in this high-margin sector require. Here are just a few examples.

Key benefits: design studios

Digital printing offers design studios specific benefits, such as infinite colors without register limits, easy customization, and immediate proofing on a wide variety of media with less design-to-production time.





Key benefits: interior decorators

With a much faster turnaround time, interior decorators can now deliver personalized designs to customers with easy tailoring of scale.

Key benefits: manufacturers

Manufacturers can now complement existing equipment with a new technology that helps them offer customized short runs and exclusive collections to customers. There's no longer the need to worry about stock risk.



Key benefits: print service providers

Thanks to digital printing, print service providers now have access to a broad range of media and a wide variety of designs. It also helps them develop high-margin applications for interior decoration.

Imagine the possibilities

To achieve extraordinary results, it's essential to pair the right media and printing technology. That's why HP offers a wide range of media that are designed and tested to work in sync with HP printing technologies. And with more than 2,000 media profiles available, you can get vibrant and accurate colors across your interior decoration jobs in just a few clicks.

Wall décor

Increase your application portfolio and capture a new market with customized wall-coverings, wall decals, canvases, fine art, etc.

“Production on these types of materials would have been impossible without HP Latex Inks.”

*Josh Young, Detroit Wallpaper,
Wallpaper Manufacturer*

[Watch case study video](#)





Window décor

Add customized designs, color, and brand identity to window blinds and curtains.

“The printer has been phenomenal, we have been able to print on-demand for customers and the quality of the print is just unbelievable.”

*Ed Williams, Texton,
Window Blind Company*

[Watch case study video](#)

Upholstery

Easily print on PU- and PVC-based artificial leather.

“We love experimenting and pushing the boundaries, testing on different media and different colors, and HP Latex really allows us to do that. That’s why we love this machine.”

*Robin Sprong, Bespoke Wallpaper /
Surface Design Studio*

[Watch case study video](#)



Textiles

Enhance your portfolio with washable and odorless¹ applications such as curtains, cushions, and other home textiles.

Workflow solutions

HP and our collaborators bring you innovative tools and solutions to help you gain new business and production efficiencies:



1. Design

Good designs attract more customers, which in turn can bring in good revenue. That's why it's important to stay updated on the latest trends and industry interests.



2. Pre-press

From file preparation to printing, compatible RIPs can help you accelerate ripping time and get more color control for a seamless workflow.



3. Media

Choose from a wide range of media, from the industry's media providers across the world, tested and certified for compatibility with HP printing technologies.

hp.com/go/mediasolutionslocator



4. Production/print

HP's wide portfolio of large-format printing solutions deliver quality, productivity, and the committed support of an industry leader.



5. Finishing

In order to offer seamless end-to-end solutions to our customers, HP has collaborated with many companies in the industry, from automatic cutting to winding or stretching solutions, among many others.

The HP Applications Center²

Do you need a design tool for your customers?

Power up your web-to-print business by helping your customers to easily create a variety of large-format applications on your own web site.

Follow these three easy steps to get started:



1. Let your customers design decorative applications like wallcoverings, canvas, or posters.
2. Get print-ready PDF files according to your specifications from your customers and provide them with installation instructions and order confirmation.
3. Automate your production with unattended job reception, order management, and RIP integration.

Start exploring at
hpsolutionscenter.com

HP solution collaborators

Design and software



Ripping & color management



Media handling



Heat fixation



Finishing



Choosing your HP large-format printer

1. HP DesignJet Z-series printers

High-quality prints, detail-oriented designs, and great output. Canvases, fine art, etc., receive an edge with the wide variety of colors available with this technology.



**HP DesignJet Z6610
Production Printer**



**HP DesignJet Z6810
Production Printer series**



**HP DesignJet Z6
PostScript® Printer series**



**HP DesignJet Z9+
PostScript® Printer series**

Maximum media width	60 in (1.52 m)	42 in (1.06 m) 60 in (1.52 m)	24 in (0.61 m) 44 in (1.11 m)	24 in (0.61 m) 44 in (1.11 m)
Ink cartridges	6 inks: C, M, Y, mK, pK, LG	8 inks: LC, M, Y, mK, pK, LG, IM, CR	6 inks: C, M, Y, mK, pK, CR	9 inks: C, M, Y, mK, pK, G, CR, CG, CB (GE - optional)
Maximum production speed	1500 ft ² /hr (140 m ² /hr) ⁴	42-in model: 1225 ft ² /hr (113.6 m ² /hr) 60-in model: 1500 ft ² /hr (140 m ² /hr)	24-in model: 720 ft ² /hr (67 m ² /hr) 44-in model: 916 ft ² /hr (85 m ² /hr)	24-in model: 600 ft ² /hr (56 m ² /hr) 44-in model: 795 ft ² /hr (74 m ² /hr)
Embedded Adobe PostScript	Optional	Optional	Yes	Yes
Virtual memory	64 GB (based on 1 GB RAM)	64 GB (based on 1 GB RAM)	128 GB (based on 4 GB RAM)	128 GB (based on 4 GB RAM)
Embedded spectrophotometer³	No	Yes	No	Yes



2. HP Stitch dye-sublimation printers

HP Stitch dye-sub printers offer vibrant and accurate colors across the fleet and over time. They are ideal for large-format textile printing and allow applications such as curtains, cushions, upholstery, etc.



HP Stitch S300
64-in Printer



HP Stitch S500
64-in Printer



HP Stitch S1000
126-in Printer

Maximum media width	64 in (1.63 m)	64 in (1.63 m)	126 in (3.2 m)
Cartridge size	775 ml	3 liters	10 liters
Maximum roll weight	93 lb (42 kg)	121 lb (55 kg)	660 lb (300 kg)
Maximum production speed	365 ft ² /hr (34 m ² /hr)	1185 ft ² /hr (110 m ² /hr)	2370 ft ² /hr (220 m ² /hr)
Production quality speed	Quality: 235 ft ² /hr (22 m ² /hr)	460 ft ² /hr (43 m ² /hr)	1400 ft ² /hr (130 m ² /hr)
Maximum production capacity	32,291 ft ² /month (3,000 m ² /month)	64,583 ft ² /month (6,000 m ² /month)	430,556 ft ² /month (40,000 m ² /month)

3. HP Latex printers

Access a broad range of interior décor applications, including window blinds, synthetic leather, and wallcoverings. With HP Latex printing, you get odorless prints¹ that come out dry, in a technology that delivers the certifications that matter to your operators, your business, and the environment.



HP Latex 115
Print and Cut Plus Solution



HP Latex 315
Print and Cut Plus Solution



HP Latex 335
Print and Cut Plus Solution

Maximum media width	54 in (1.37 m)	54 in (1.37 m)	64 in (1.63 m)
Maximum roll weight	55 lb (25 kg)	55 lb (25 kg)	92.6 lb (42 kg)
Cartridge size	400 ml	775 ml	775 ml
Speed – indoor quality	129 ft ² /hr (12 m ² /hr)	129 ft ² /hr (12 m ² /hr)	140 ft ² /hr (13 m ² /hr)



HP Latex 700 Printer



HP Latex 700W Printer



HP Latex 800 Printer



HP Latex 800W Printer

Maximum media width	64 in (1.63 m)	64 in (1.63 m)	64 in (1.63 m)	64 in (1.63 m)
Maximum roll weight	121 lb (55 kg)	121 lb (55 kg)	121 lb (55 kg)	121 lb (55 kg)
Cartridge size	1 liter	1 liter	3 liters	3 liters
Speed – indoor quality	226 ft ² /hr (21 m ² /hr)	226 ft ² /hr (21 m ² /hr)	269 ft ² /hr (25 m ² /hr)	269 ft ² /hr (25 m ² /hr)



HP Latex 115 Printer



HP Latex 315 Printer



HP Latex 335 Printer



HP Latex 365 Printer

Maximum media width	54 in (1.37 m)	54 in (1.37 m)	64 in (1.63 m)	64 in (1.63 m)
Maximum roll weight	55 lb (25 kg)	55 lb (25 kg)	92.6 lb (42 kg)	92.6 lb (42 kg)
Cartridge size	400 ml	775 ml	775 ml	775 ml
Speed – indoor quality	129 ft ² /hr (12 m ² /hr)	129 ft ² /hr (12 m ² /hr)	140 ft ² /hr (13 m ² /hr)	183 ft ² /hr (17 m ² /hr)



HP Latex 1500 Printer



HP Latex 3600 Printer



HP Latex R1000 Printer Series



HP Latex R2000 Plus Printer

Maximum media width	126 in (3.2 m)	126 in (3.2 m)	64.4 in (1.64 m)	98.4 in (2.49 m)
Maximum roll weight	Single roll up to 350 lb (160 kg) Dual roll up to 2x155 lb (2x70 kg)	Single roll up to 660 lb (300 kg) Dual roll up to 2 x 440 lb (2 x 200 kg)	Single roll up to 149.9 lb (68 kg)	Single roll up to 220 lb (100 kg)
Cartridge size	5 liters	10 liters	3 liters	5 liters (color inks) 3 liters (white ink)
Speed – indoor quality	480 ft ² /hr (45 m ² /hr)	830 ft ² (77 m ² /hr/hr)	161 ft ² /hr (15 m ² /hr)	237 ft ² /hr (22 m ² /hr)

Sustainable impact at HP

HP continues to design and deliver products that help provide an end-to-end large-format printing solution that's better overall — for you, your customers, and the environment.

Take HP Latex Technology, for example.

Water-based HP Latex Inks offer an attractive environmental and health profile to both print service providers and their customers. With credentials addressing criteria related to human health and environmental considerations, HP Latex Inks produce odorless prints¹ that are ideal for interior spaces, such as hotels, restaurants, hospitals, or homes.



UL ECOLOGO⁵



UL GREENGUARD Gold⁶



The mark of responsible forestry⁷

“The environmental
benefits are huge...”
Jon Sherman, Flavor Paper,
Wallpaper Company





¹ There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print.

² Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see hpapplicationscenter.com.

³ Embedded in the HP DesignJet Z9+ Printer series and the HP DesignJet Z6810 Production Printer series is an i1 spectrophotometer from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that's been thoroughly tested to meet customer demands for ease, quality, and dependability.

⁴ Maximum rate of output for color image 100% color coverage. Printed in Economode, on HP Bright White Inkjet Paper (bond), maximum roll size, with Original HP Vivid Photo Inks.

⁵ Applicable to R Series HP Latex Inks. UL ECOLOGO[®] Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle-based stringent criteria related to human health and environmental considerations (see ul.com/EL).

⁶ 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. 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. For more information, visit ul.com/gg or greenguard.org.

⁷ Applicable to select HP large format printing materials. BMG trademark license code FSC[®]-C115319, see fsc.org. HP trademark license code FSC[®]-C017543, see fsc.org. Not all FSC[®]-certified products are available in all regions. For information about HP large format printing materials, please visit HPLFMedia.com.