



HP LATEX TECHNOLOGY

# IMPACT

BUSINESS | CLIENTS | COMMUNITY

# Impactful Stories

“ HP Latex has allowed Publierre to reposition itself in a very complicated marketplace, where the request is always the highest quality, at the lowest costs, and with great speed. ”

*Roberto Bergamaschi, Publierre*



“ Our HP Latex printer is revolutionizing the way we do business... We have arrived at our future and it is very, very exciting. ”

*Ed Williams, Texton, Inc.*

Thanks to you, visions are fulfilled and brands are brought to life around the globe. As highlighted in these pages, you and your customers see us as the world's innovator in graphics printing. And now, we're empowering you to take things even further. Discover the confidence to say "yes" to every request.

“ Compared to current technology, adhesion is superior, color gamut is increased, and the print quality is spot-on. The HP Latex R2000 Printer allows us to continue to push the boundaries for our customers. ”

*Adam Parnell, Easy Signs*



“ ...we use HP Latex Technology to get the ink onto those different substrates, and that's really what our customers are looking for—they're looking for something different. ”

*John Mark Watson, John Mark Ltd.*

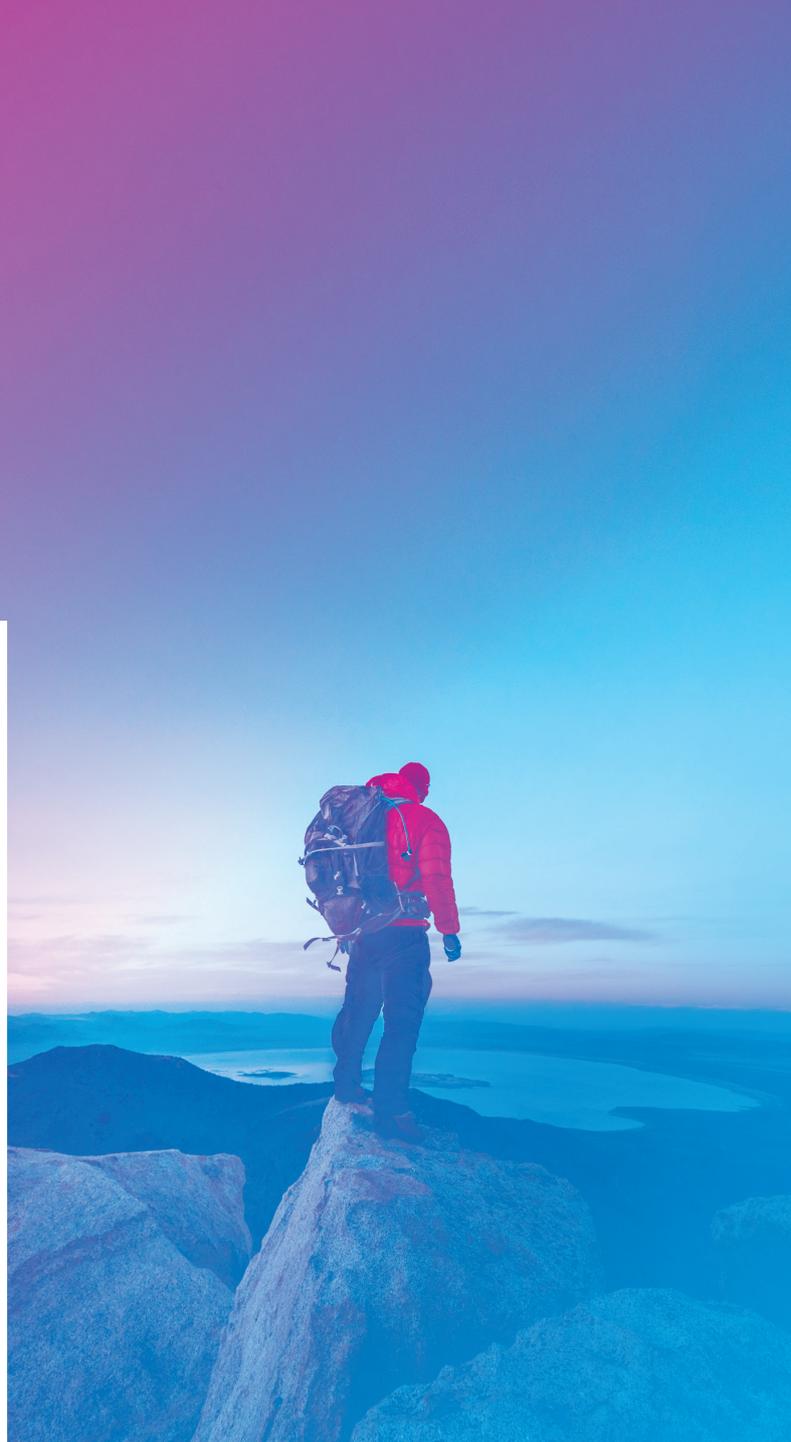
# Welcome to The Yes Machine



When clients approach you with unique challenges and innovative opportunities, you want the power to take on anything. By adding HP Latex Technology to your print arsenal, you can print on virtually any substrate, deliver the highest quality over time, and deliver projects same day.



SAY  
YES



## Application Versatility

Print on just about any substrate and get scratch-resistant, durable prints with HP Latex Inks.<sup>1</sup> With our high-efficiency curing system, prints come out dry and ready-to-use.

## High Quality and Productivity

Get the color, quality, and consistency you expect with HP Latex printheads and the spectrophotometer. HP Latex Optimizer and our Optical Media Advance Sensor enable high quality even at the highest productivity levels.

## Designed for end-to-end Sustainability

Embrace a more sustainable approach with energy efficient printers<sup>2</sup>, water-based inks, and odorless prints<sup>3</sup> that let you reach more indoor spaces. Plus, with our simple take-back programs, eligible HP supplies and printing materials can be easily returned or recycled.

HP Latex Technology combines more advantages than any competitive alternative.



Virtually unlimited application versatility



High quality and high productivity



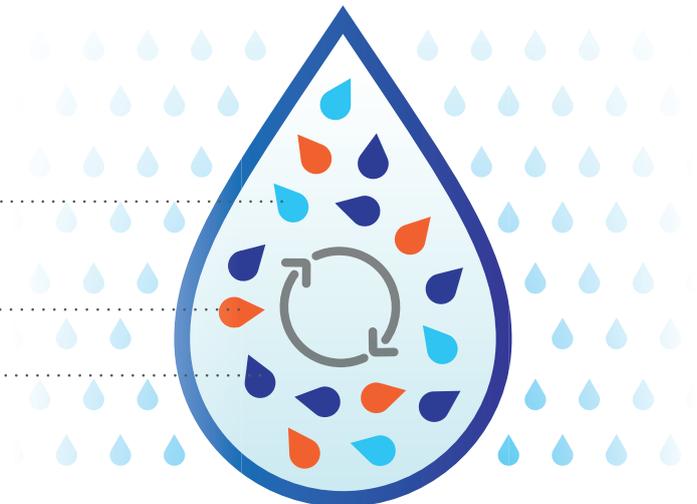
Smart, sustainable printing

## What's in HP Latex Inks?

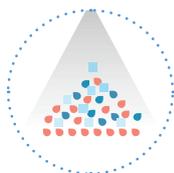
Liquid ink vehicle  
(water, wetting agent,  
and humectant)

Pigment particles

Latex polymer particles



HP Latex Technology uses Aqueous Dispersion Polymerization to produce more durable prints.



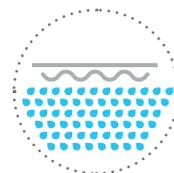
Application Phase

The liquid ink vehicle carries latex polymer and pigment particles to the print media surface.



Drying Phase

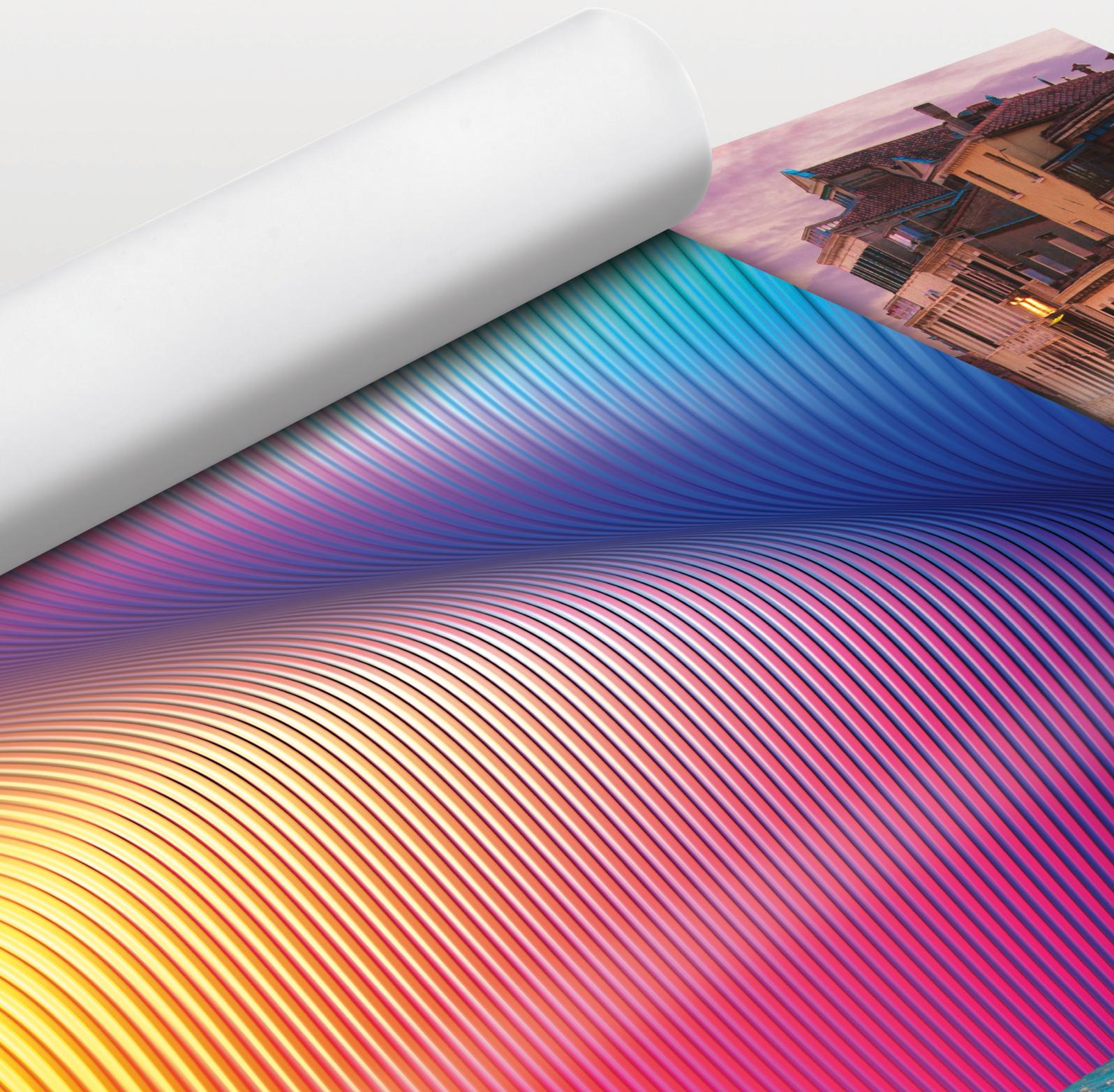
Radiant heat and forced airflow evaporate most of the water—leaving a continuous polymer layer.



Curing Phase

Latex particles form a durable layer to protect the colorant, resulting in dry, ready-to-use prints.

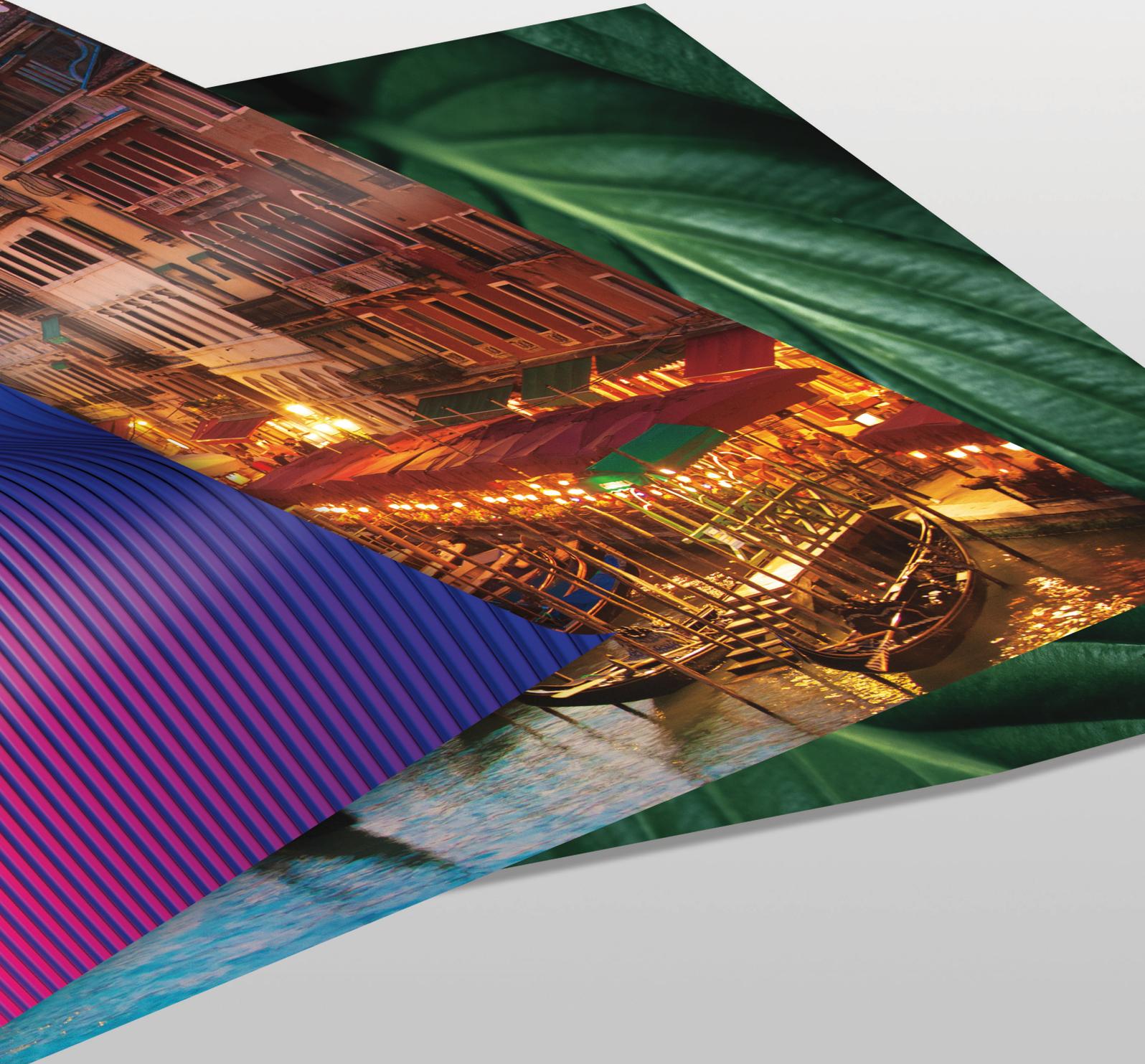
# Impactful Technologies & Capabilities



In today's business climate, finding your competitive edge is key. With more application versatility and prints that emerge dry—from rigid to flexible—HP Latex Technology delivers high-quality output on practically any substrate. Now your business can accept every challenge and welcome every opportunity.

“...graphics that meet today's demands.”

Curt Ennenga, Professional Graphics Inc.



# Smart solutions from a partner you can trust

HP Latex Technology is making it easier than ever to find the right media for any job. See how our broad selection of media and finishing options, with end-to-end solutions, can help you grow your applications—and your business.

## HP Media Solutions

### HP and ColorPRO Technology

HP offers an extensive range of printing materials designed together with HP Latex Inks and printers for optimal image quality, consistency, and reliability. In addition, all HP materials that carry the ColorPRO Technology logo are designed to provide color excellence and enhanced print quality to deliver striking results.

### Media Certified for HP Latex Inks<sup>4</sup>

With more than 800 recognized suppliers worldwide, we make it easy to find media certified for HP Latex Inks. Explore new applications and identify the substrates that perform up to your expectations.

Explore our comprehensive list of compatible media at [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator)

## Décor Applications



### Window Blinds

Add color, design, and brand identity to window shades, blinds, and indoor window treatments.



### Wallcoverings

Expand your offerings and capture new profit potential with customized wallcoverings and photo wall murals.



### Canvases

Stretch and fold without cracking—from wrapped to wide format—eliminating the need for lamination.



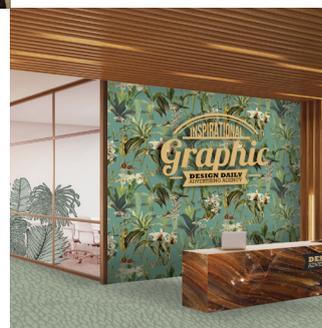
### Textiles<sup>5</sup> for Home Décor

Differentiate your portfolio with a range of washable and odorless<sup>3</sup> home décor applications.



### Synthetic Leather

Offer outstanding and unique applications by printing on both PU- and PVC-based artificial leather.



### Flooring

Create attractive and unique designs on PVC flooring tailored to your customer needs.

# Signage Applications



## Retail

Create eye-catching promotional displays and provide uniform color across rigid and flexible substrates for your customer campaigns.



## Outdoor Signage

Produce unforgettable banners and building wraps that remain durable in outdoor conditions.



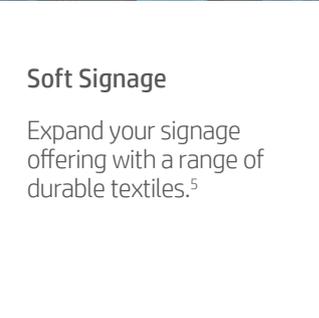
## Backlits

Deliver vibrant backlit applications that leave lasting impressions.



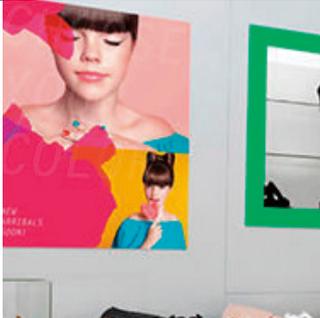
## Events and Exhibitions

Offer brand color consistency across rigid and flexible substrates, ideal for indoor applications.



## Soft Signage

Expand your signage offering with a range of durable textiles.<sup>5</sup>



## Vehicle Wraps

Grow your business with high-quality, easy-to-install vehicle wraps. HP Latex Inks produce prints that come out dry, enabling instant lamination.



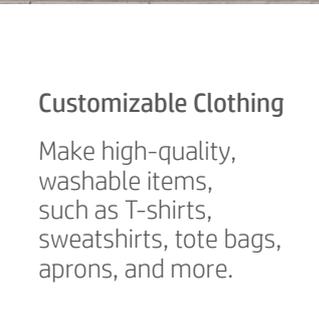
## Window Graphics

Set yourself apart with high-opacity white that resists yellowing over time.<sup>6</sup>



## Labels and Stickers

Produce detailed, durable images with wall decals, window graphics, and vehicle stickers.



## Customizable Clothing

Make high-quality, washable items, such as T-shirts, sweatshirts, tote bags, aprons, and more.



## Packaging

Say yes to short runs and create high-impact customizable packaging. Flexible HP Latex Inks allow superb bending and folding without cracking.



## HP Partner Solutions

### Design and software



### Ripping and color management



### Media Handling



### Finishing



# Solutions & Services



A great customer experience—that's what you bring to the table, and that's what you can expect with HP Latex Technology. With an integrated portfolio of hardware, software, and services, you'll see why the confidence to say “yes” to every request goes well beyond the printer.

“There isn't a sample book on earth that can house what that printer can offer.”

Ed Williams, Texton, Inc.



# Discover Smart Printing with HP PrintOS<sup>7</sup>

Maintain control of your production and costs with the help of cloud-based technology designed to provide unprecedented line-of-sight into your business, simplify production processes, and help you grow.

## Improve operational excellence

Stay on top of daily projects and make informed decisions based on real-time data, from virtually anywhere at anytime.<sup>8</sup>

Gain visibility to your connected HP printers and monitor status, downtime, and ink and substrate consumption.

Eliminate repetitive, time-consuming setup procedures through automatic backup and restore of your printers' substrate configurations.

Deliver consistent reprints, even when printing a job on multiple compatible printers, by remotely configuring your printer.

### Print Beat



Optimize production with real-time insights

### PrintOS Mobile app<sup>8</sup>



Control your print operations anytime, anywhere

### Configuration Center



Achieve consistent color configurations

### Service Center for PSPs



Open and track all service activity through a single portal<sup>9</sup>

## Security in the cloud



HP works to maintain the highest standards of security in order to protect your information. Our data centers have achieved ISO 27001 certification and are validated as a Level 1 service provider under the Payment Card Industry (PCI) Data Security Standard (DSS).

Sign up at [printos.com](https://printos.com)  
Learn more at [hp.com/go/latexprintos](https://hp.com/go/latexprintos)

# Fuel your success with confidence with the HP Service Edge.

Develop your competitive edge and stay ahead of the competition with the HP Service Edge. From day one we work side by side with you to help you get a quick return on your investment.



## START STRONG

Get your printer up and running at full production quickly and maintain production on your own. From installation to basic training, we help bring your operators fully up to speed.



## DRIVE GROWTH

Boost your productivity and color management skills to move to higher value applications with the support of your dedicated local engineer<sup>10</sup> and account management services team, who will also support you during peak season with preventive maintenance.



## WORK SMARTER

Maintain a highly trained staff and take care of issues before they impact production. We're ready when you need help<sup>11</sup> and we can alert you to potential issues.

Learn more at  
[hp.com/go/LFservices](https://hp.com/go/LFservices)



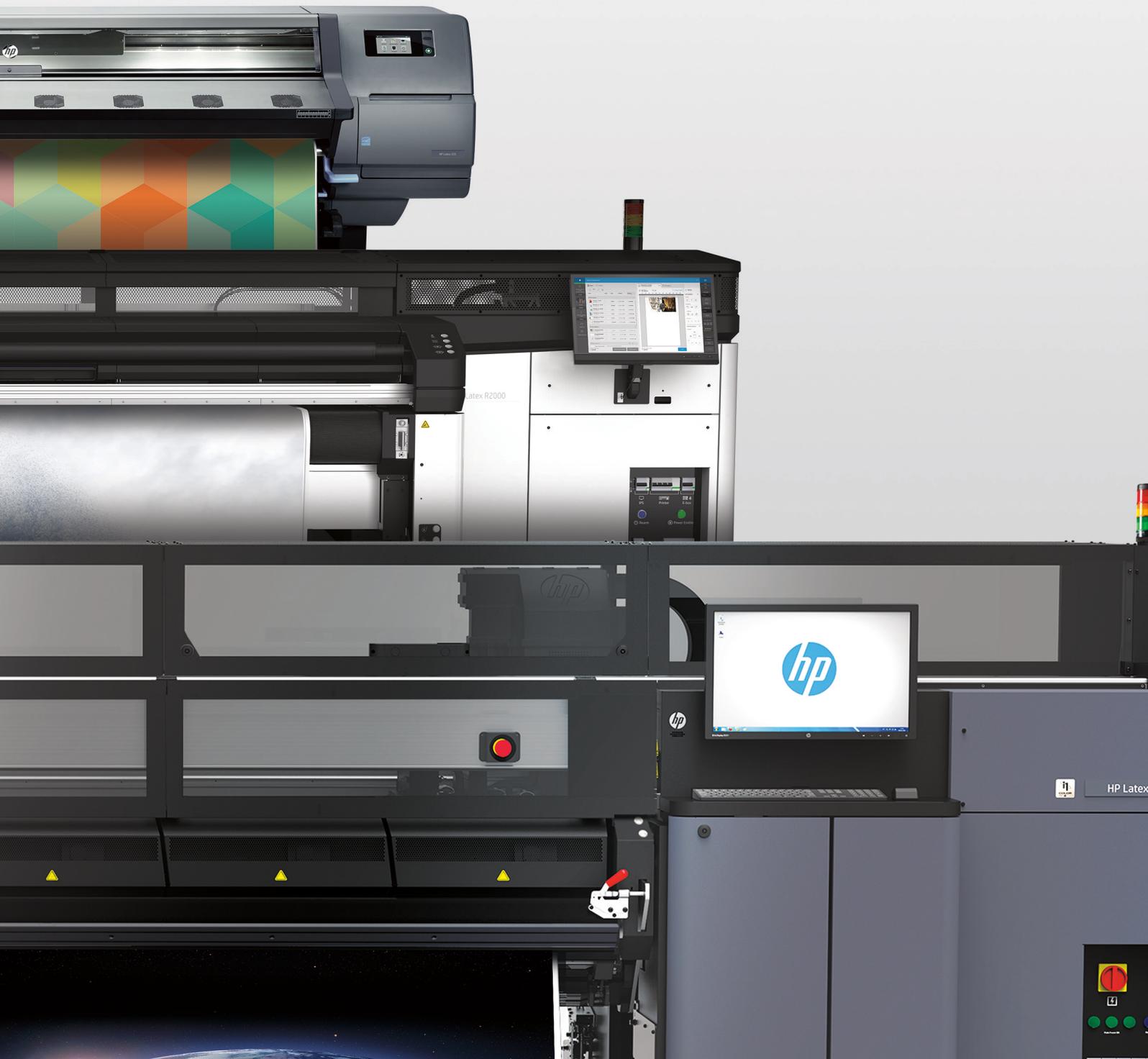
# Impactful Printing



If you're wondering which HP Latex printer would be the perfect fit, you're in the right place. You'll find the same HP Latex image quality and application versatility across the portfolio, but underneath it all, there's one built just for what you need. Let's go find it.

“I'm extremely happy with the results... and the client feedback has been great.”

Jon Sherman, Flavor Paper



## HP Latex Print and Cut



HP Latex 115  
Print and Cut Plus Solution

HP Latex Printer	Maximum Media Width	1.37 m / 54 in
	Maximum Roll	25 kg / 55 lb
	Ink Supply	400 ml
	Speed – Indoor Quality	12 m <sup>2</sup> (129 ft <sup>2</sup> )/hour
	Suggested Monthly Volume	<150 m <sup>2</sup> (<1,500 ft <sup>2</sup> )/month
	Maximum Duty Cycle	1,400 m <sup>2</sup> (14,000 ft <sup>2</sup> )/month
HP Latex Cutter	Maximum Cut Width	135 cm / 53.1 in, only for standard media sizes
	Maximum Acceleration	Up to 3G
	Maximum Cut Speed	Up to 113 cm/sec (44 in/sec) diagonal
	Accuracy	0.2% of movement or 0.25 mm / 0.01 in whichever is greater
	Cut Force	0 to 400 grams of downforce, in 5-gram steps

## HP Latex Production Printers (up to 1.63 m / 64 in)



HP Latex 115 Printer



HP Latex 315 Printer



HP Latex 335 Printer



HP Latex 365 Printer

Maximum Media Width	1.37 m / 54 in	1.37 m / 54 in	1.63 m / 64 in	1.63 m / 64 in
Ink Supply	400 ml	775 ml	775 ml	775 ml
Maximum Roll	25 kg / 55 lb	25 kg / 55 lb	42 kg / 92.6 lb	42 kg / 92.6 lb
Speed – Indoor Quality	12 m <sup>2</sup> (129 ft <sup>2</sup> )/hour	12 m <sup>2</sup> (129 ft <sup>2</sup> )/hour	13 m <sup>2</sup> (140 ft <sup>2</sup> )/hour	17 m <sup>2</sup> (183 ft <sup>2</sup> )/hour
Suggested Monthly Volume	<250 m <sup>2</sup> /month <2,500 ft <sup>2</sup> /month	<250 m <sup>2</sup> /month <2,500 ft <sup>2</sup> /month	250 m <sup>2</sup> /month 2,500 ft <sup>2</sup> /month	350 m <sup>2</sup> /month 3,500 ft <sup>2</sup> /month
Maximum Duty Cycle	1,400 m <sup>2</sup> /month 14,000 ft <sup>2</sup> /month	1,400 m <sup>2</sup> /month 14,000 ft <sup>2</sup> /month	1,500 m <sup>2</sup> /month 15,000 ft <sup>2</sup> /month	2,000 m <sup>2</sup> /month 20,000 ft <sup>2</sup> /month

Impactful Printing



HP Latex 315  
Print and Cut Plus Solution



HP Latex 335  
Print and Cut Plus Solution

1.37 m / 54 in

25 kg / 55 lb

775 ml

12 m<sup>2</sup> (129 ft<sup>2</sup>)/hour

<250 m<sup>2</sup> (<2.500 ft<sup>2</sup>)/month

1.400 m<sup>2</sup> (14.000 ft<sup>2</sup>)/month

135 cm / 53.1 in

Up to 3G

Up to 113 cm/sec (44 in/sec) diagonal

0.2% of movement or 0.25 mm / 0.01 in  
whichever is greater

0 to 600 grams of downforce,  
in 5-gram steps

1.63 m / 64 in

42 kg / 92.6 lb

775 ml

13 m<sup>2</sup> (140 ft<sup>2</sup>)/hour

250 m<sup>2</sup> (2.500 ft<sup>2</sup>)/month

1.500 m<sup>2</sup> (15.000 ft<sup>2</sup>)/month

158 cm / 62.2 in

Up to 3G

Up to 113 cm/sec (44 in/sec) diagonal

0.2% of movement or 0.25 mm / 0.01 in  
whichever is greater

0 to 600 grams of downforce,  
in 5-gram steps



HP Latex 700 Printer



HP Latex 700W Printer



HP Latex 800 Printer



HP Latex 800W Printer

1.63 m / 64 in

1 liter

55 kg / 121 lb

21 m<sup>2</sup> (226 ft<sup>2</sup>)/hour

340 m<sup>2</sup>/month  
3,400 ft<sup>2</sup>/month

2500 m<sup>2</sup>/month  
25,000 ft<sup>2</sup>/month

1.63 m / 64 in

1 liter

55 kg / 121 lb

21 m<sup>2</sup> (226 ft<sup>2</sup>)/hour

400 m<sup>2</sup>/month  
4,000 ft<sup>2</sup>/month

2700 m<sup>2</sup>/month  
27,000 ft<sup>2</sup>/month

1.63 m / 64 in

3 liters

55 kg / 121 lb

25 m<sup>2</sup> (269 ft<sup>2</sup>)/hour

850 m<sup>2</sup>/month  
8,500 ft<sup>2</sup>/month

3200 m<sup>2</sup>/month  
32,000 ft<sup>2</sup>/month

1.63 m / 64 in

3 liters

55 kg / 121 lb

25 m<sup>2</sup> (269 ft<sup>2</sup>)/hour

900 m<sup>2</sup>/month  
9000 ft<sup>2</sup>/month

3500 m<sup>2</sup>/month  
35,000 ft<sup>2</sup>/month

## HP Latex Industrial Printers (up to 3.2 m / 126 in)



HP Latex 1500 Printer

Maximum Media Width	3.2 m / 126 in
Ink Supply	5 liters
Maximum Roll	Single roll up to 160 kg / 350 lb Dual roll up to 2x70 kg / 2x155 lb
Speed – Indoor High Quality	45 m <sup>2</sup> (480 ft <sup>2</sup> )/hour
Suggested Monthly Volume	3,000 m <sup>2</sup> /month 30,000 ft <sup>2</sup> /month
Maximum Duty Cycle	12,000 m <sup>2</sup> /month 120,000 ft <sup>2</sup> /month

## HP Latex Hybrid Printers



HP Latex R1000 Printer

Maximum Rigid Media Size	1625 x 1220 mm / 64 x 48 in
Maximum Media Thickness	5 cm / 2 in
Maximum Media Width	1.64-m (64.4-in) wide boards
Ink Supply	3-liter ink cartridges (colors and white)
Maximum Roll	Available only with the HP Latex R1000 Roll Printing Accessory Kit
Speed – Indoor Production (6-pass, 100%)	28 m <sup>2</sup> /hr (301 ft <sup>2</sup> /hr) 7 boards/hr



HP Latex 3600 Printer

3.2 m / 126 in

10 liters

Single roll up to 300 kg / 660 lb  
Dual roll up to 2x200 kg / 2x440 lb

77 m<sup>2</sup> (830 ft<sup>2</sup>)/hour

8,000 m<sup>2</sup>/month  
80,000 ft<sup>2</sup>/month

35,000 m<sup>2</sup>/month  
350,000 ft<sup>2</sup>/month



HP Latex R1000 Plus Printer

1625 x 1220 mm / 64 x 48 in

5 cm / 2 in

1.64-m (64.4-in) wide boards

3-liter ink cartridges (colors and white)

Single roll up to 68 kg / 149.9 lb

28m<sup>2</sup>/hr (301ft<sup>2</sup>/hr) - 7 boards/hr



HP Latex R2000 Plus Printer

2489 x 1220 mm / 98 x 48 in

5 cm / 2 in

2.5-m (98.4-in) wide boards

5-liter ink cartridges colors, 3-liter white

Single roll up to 100 kg / 220.4 lb

43 m<sup>2</sup>/hr (463ft<sup>2</sup>/hr) - 14 boards/hr

# Environmental Impact

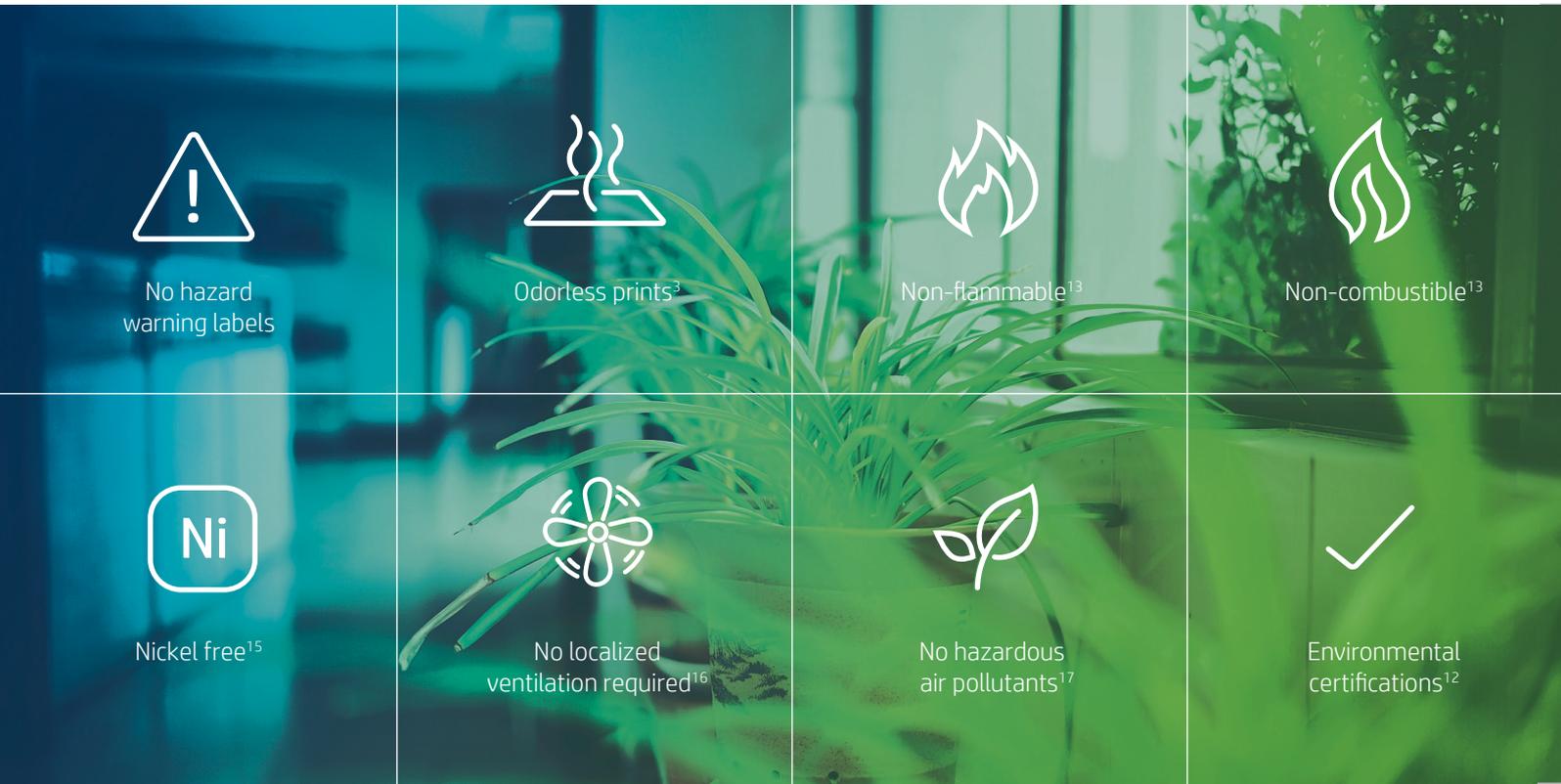


You don't just stand behind your work, your business stands behind a healthier workplace. HP Latex Technology uses water-based, non-solvent-based inks. This innovation is not only a better approach for the environment, it empowers you to become more sustainable as well.

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



Our new generation of HP Latex Inks<sup>14</sup> offer an attractive environmental and health profile to both print service providers and their customers. With credentials addressing indoor air quality concerns,<sup>12</sup> HP Latex Inks produce odorless prints<sup>3</sup> that can be used for indoor signage and décor, such as home, restaurants, retail, or even hospitals.



As an HP Latex printer owner you can:



Print your environmental credentials document and display it with pride for all to see.<sup>18</sup>



Help further develop your environmental profile with the HP EcoSolutions training program.



Take advantage of opportunities to recycle HP eligible supplies<sup>19</sup> and return HP printing materials<sup>20</sup> through our simple take-back programs.



The mark of responsible forestry<sup>21</sup>

Our new generation of HP Latex Inks were developed with sustainability in mind to meet the environmental certifications that matter.<sup>22</sup>



HP Planet Partners<sup>19</sup>



\* Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



“HP technology has been part of building our business from day one.”

Eero Valge | *Artproof*

When you're a business owner, you're personally invested—in your work as well as your goals. HP Latex Technology is designed to take your business to the next level. Together, we're real people making a real impact and like you, we love what we do.



<sup>1</sup> Scratch resistance and image permanence testing by HP Image Permanence Lab. Scratch resistance is comparable to hard-solvent inks on self-adhesive vinyl and PVC banner. Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media. Feature availability and related performance varies by printer, and may be optional. See individual products data sheets for more information at [hp.com/go/latex](http://hp.com/go/latex).

<sup>2</sup> Select HP Latex printers are ENERGY STAR® certified, demonstrating superior energy efficiency. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.

<sup>3</sup> 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.

<sup>4</sup> HP's "Media Certification Program" ("Program") supplies information to media manufacturers, suppliers, and customers to assist in evaluating media compatibility with printers and inks from HP's Graphics Solutions business. Media is supplied by independent third-party manufacturers. Inclusion in the Program and "Certified for" media shall not be construed as an endorsement by HP for any of the media or manufacturers. HP makes no representation or warranty of any kind for any media in the Program including but not limited to media availability, media quality, media performance, or manufacturer changes that may impact any media characteristics. The information contained herein is subject to change without notice. HP makes no representation as to the Program information's completeness or accuracy. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. This information is provided as a courtesy, free of charge, "AS-IS" by HP. HP makes no express or implied warranty of any kind regarding this information. HP shall not be liable for any direct, indirect, special, incidental or consequential damages, whether based on contract, tort or any other legal theory in connection with or arising out of the furnishing or use of this information.

<sup>5</sup> Performance may vary depending on media—for more information, see [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator) or consult your media supplier for compatibility details. For best results, use textiles that do not stretch. The ink collector is required for porous textiles. Feature availability and related performance varies by printer, and may be optional. See individual products data sheets for more information at [hp.com/go/latex](http://hp.com/go/latex).

<sup>6</sup> Applicable to the HP Latex R2000 Plus Printer. High opacity and resists yellowing over time based on internal HP WeatherOmeter testing October, 2017 with 1 dot-per-pixel HP Latex Overcoat, on a range of rigid and flexible unlaminated substrates. Yellowing based on L\* and B\* of white under flood samples. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.

<sup>7</sup> HP PrintOS is compatible with the HP Latex 100, 300, 500, 1500, 3000, and R series printers, the HP DesignJet Z6 and Z9\* Printer series, and the HP Stitch Printer series. HP PrintOS is also available for HP Indigo Digital Presses and HP PageWide Industrial presses.

<sup>8</sup> The HP PrintOS Mobile Application is compatible with Android 4.0 or later and iPhone mobile digital devices running iOS 8 or later, and requires the printer and the smart phone to be connected to the Internet.

<sup>9</sup> HP Service Center does not support case creation for non-entitled printers.

<sup>10</sup> Services may be provided by HP or an HP-authorized partner.

<sup>11</sup> Some services depend on printer, service contract, and region availability.

<sup>12</sup> UL ECOLOGO® Certification is applicable to fourth generation Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)). UL GREENGUARD GOLD Certification is 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](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

<sup>13</sup> Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

<sup>14</sup> The fourth generation of HP Latex Inks is compatible with the HP Latex R1000, R1000 Plus, and R2000 Plus Printers.

<sup>15</sup> Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)).

<sup>16</sup> Localized ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Localized ventilation equipment installation is at the discretion of the customer—See the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

<sup>17</sup> HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.

<sup>18</sup> The Certificate of Environmental Credentials is available to PSPs as a means to demonstrate the environmental credentials of the HP Latex printing assets you have purchased from HP, per the guidelines for use. These credentials have been granted to HP. Print shops/print service providers must seek certifications and eco-labels directly with certifying bodies. HP does not imply or grant certification or eco-labels to print shops/PSPs nor does it support individual customer processing of such certifications.

<sup>19</sup> Printing supplies eligible for recycling vary by supply and by printer. Visit [hp.com/recycle](http://hp.com/recycle) to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

<sup>20</sup> HP Large Format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See [HPLFMedia.com/hp/ecosolutions](http://HPLFMedia.com/hp/ecosolutions) for details.

<sup>21</sup> Applicable to select HP large format printing materials. BMG trademark license code FSC®-C115319, see [us.fsc.org](http://us.fsc.org). HP trademark license code FSC®-C017543, see [us.fsc.org](http://us.fsc.org). Not all FSC® certified products are available in all regions. For information about HP large format printing materials, please visit [HPLFMedia.com](http://HPLFMedia.com).

<sup>22</sup> Not all certifications are applicable for all generations of HP Latex Inks. See individual product data sheets for more information at [hp.com/go/latex](http://hp.com/go/latex).



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4AA5-6191ENE, October 2020, Rev. 5