

Unlimited applications

HP Latex Printing Technologies



Open your business to the advantages of HP Latex Printing Technologies

PRIMARY APPLICATIONS FOR HP LATEX INKS

MEDIA TYPES COMPATIBLE WITH HP LATEX INKS⁽¹⁾

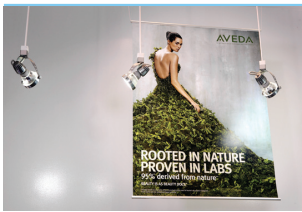
Wallcoverings - Discover the solution that can help you increase profits



- Increasingly integrated in building design, providing a prominent, permanent architectural element.
- Also used to convey short-term, frequently changing messages in retail spaces, public buildings, transportation stations, and other locations.
- A growing opportunity for print service providers, providing a new source of revenue.

- Non-woven wallpaper
- Paper
- Self-adhesive vinyl - calendered
- PVC-free media
- Coated substrates
- Uncoated substrates
- Embossed media

Point of purchase (POP) posters - Reduce costs without compromising quality



- One of the most common large-format printing applications, mostly used for short-term campaigns.
- Usually installed indoors, demanding high quality printing suitable for close viewing.
- Some POP posters are also installed in outdoor environments, requiring suitable durability.

- Coated paper and photo paper – both solvent and aqueous inkjet coated
- Uncoated paper
- Self-adhesive vinyl – calendered
- Polyester film

Temporary use textiles⁽²⁾ - Complement your business without losing versatility



- Flexible advertising signage and interior decoration produced on various types of fabrics, instead of vinyl and paper media.
- Fast-expanding market due to the attractive appearance of printed fabric and its light weight and easy handling, which facilitate storage and transportation.
- Recycling opportunities further contribute to the growing popularity of textiles.

- Coated polyester fabric – solvent, UV-curable, eco-solvent, and aqueous inkjet coated
- Uncoated polyester fabric
- Liner-backed flag, voilé, and mesh fabric
- HP Scitex LX800 and LX850 Industrial Printers with ink collector kit: unlined flag
- HP Designjet L26500 and L28500 Printer series with platen.

Outdoor and event banners - Differentiate your business



- Banners and signage for exhibitions and outdoor events.
- Extremely cost-sensitive market.
- Require good outdoor durability and crack resistant printing on low-cost, flexible media.
- Growing print buyer concern about the environmental impact of solventprinted vinyl banners is increasing demand for alternatives with reduced environmental impact.

- Vinyl banner – frontlit, backlit, blackout
- Alternatives to PVC for banners – HDPE, Tyvek
- Mesh - HP Scitex LX800 and LX850 Industrial Printers with ink collector kit / HP Designjet L26500 and L28500 Printer series with platen cover

Light boxes - Deliver vibrant, saturated colors at high productivity



- Used for bus shelters, theater displays, airport signage, and high-end retail signage.
- High-quality demands to support close viewing, vivid images, and small text.

- Polyester film
- Polyester fabric – backlit
- Vinyl banner – backlit

Vehicle wraps and graphics - Cut turnaround times dramatically



- The complete or partial covering of the outside of a vehicle with preprinted vinyl film.
- Fast-growing in popularity as they offer a high-impact, low cost-perimpression marketing tool.

- Self-adhesive vinyl – cast, calendered, perforated, transparent

(1) No warranty is implied. Refer to the Media Solutions Locator or perform your own tests to check the compatibility of a specific media.

(2) Some substrates may have inherent odor.

(3) Trademark license code FSC-C017543. FSC®-certified product not available in all regions.

(4) HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools CertifiedSM (see www.greenguard.org) and meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see www.umweltbundesamt.de/produkte-e/bauprodukte/agbb.htm).

(5) The Committee for Health-related Evaluation of Building Products, AgBB, establishes the fundamentals for a uniform and reproducible health-related evaluation of building products in Germany, including criteria for testing and an evaluation scheme for health-related evaluation of volatile organic compound (VOC) emissions from building products used for application indoors.

(6) Chemical analysis demonstrated elemental chlorine to be below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the paper-making process, and not due to the presence of PVC.

(7) HP PVC-free Wall Paper can be easily removed from the wall. Residual adhesive can be easily wiped clean with water and a sponge. See the HP PVC-free Wall Paper Warranty at www.hp.com/go/HPMediaWarranties

Gain application versatility
Print with the environment in mind
Improve productivity Reduce costs And more...



The mark of responsible forestry

ADVANTAGES OF HP LATEX INKS

CONSIDERATIONS

- Eliminate concerns about odor—prints produced with HP Latex Inks are odorless⁽²⁾ even immediately after printing, making them ideal for residential, office, hospitality, healthcare, or other environments with similar needs.
- Print with HP Latex Inks on HP PVC-free Wall Paper and offer odorless indoor wall decorations on this FSC[®]-certified wall paper⁽³⁾ that are GREENGUARD Children & Schools Certified^{SM4} and meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products⁽⁵⁾.

- Panelling – The HP Designjet L Series Printers has a 5 mm (0.2 in) minimum border along each edge. To prepare wall paper prints for side-by-side matched mounting (panelling), a separate edge cutting device is required.
- HP PVC-free Wall Paper has the look and feel of professional wall paper, and without PVC⁽⁶⁾. The HP solution is an easy-to-use, cost-effective solution from print to installation to removal — clean removal is covered by an HP warranty⁽⁷⁾.

- Print on low-cost uncoated papers – With HP Latex Inks, you can print on uncoated papers, and reduce your media costs by up to 30%. Solvent printers require more expensive coated papers to achieve the same results.
- Achieve excellent image quality – Produce prints with high resolution up to 1200 dpi, wide gamut, and saturated colors suitable for both long- and short-distance viewing.

- Synthetic papers – A limited range of synthetic papers (polypropylenebased, “PP” papers) are supported. Refer to the online Media Solutions Locator to check compatible types: www.hp.com/go/mediasolutionslocator

- Print on lower-cost uncoated polyester fabrics⁽⁸⁾ – With HP Latex Inks, you can print on uncoated polyester fabrics with excellent image sharpness, and save up to 30% on substrate costs. Solvent printers require more expensive coated fabrics to achieve the same image quality results.
- Print direct to fabric – With HP Latex Inks, you can print directly onto the fabric in a simple, one-step process. Dye-sublimation printing requires additional dye transfer equipment, transfer paper, and a more complex two-step process.

- Outdoor suitability of prints depends on a number of factors including climate, media, and coatings. Environmental factors such as wind, rain, snow, and humidity should be considered when placing prints outdoors. Water resistance on textiles printed with HP Latex Inks has been improved with the new HP LX610 Latex Scitex Inks and the new HP 792 Latex Designjet Inks⁽⁹⁾.
- Silk fabrics – HP Latex Inks are not compatible with silk fabrics.
- Foldability of prints produced with HP Latex Ink Technologies varies depending on media and media coatings. Generally, uncoated media performs better when folded. It is recommended to roll textiles rather than fold them to keep prints in an optimal state.

- Distinguish your business – Print with a combination of HP Latex Inks and alternatives to PVC, and offer a complete solution designed with the environment in mind, to distinguish your business in a very competitive market.
- Outdoor prints achieve display permanence up to three years unlaminated, up to five years laminated⁽¹⁰⁾.

- HP HDPE Reinforced Banner (170 g/m², 5 oz) and HP Double-sided HDPE Reinforced Banner (200 g/m², 6 oz) offer the tear strength of performance-equivalent 440 g/m² (13-oz) PVC scrim banner material. With this combination, produce tough banner displays, and at the same time lower transportation costs and reduce your raw materials consumption. Recyclable through the HP Large Format Media take-back program,⁽¹¹⁾ these materials helps you—and your customers—go green.

- Achieve excellent image quality – Produce high-resolution prints up to 1200 dpi, with dense, saturated colors that stand up to close inspection.
- Eliminate drying time – Prints are fully dried inside the printer, allowing you to deliver immediately. With water-based, solvent, or lambda technologies, you need to leave prints to fully dry before packing or mounting.
- Print on lower cost films – With HP Latex Ink prints, you can print on uncoated polyester films, with excellent image sharpness. Water-based and lambda technologies require more expensive films.

- For best results – Refer to the online Media Solutions Locator to check compatibility: www.hp.com/go/mediasolutionslocator

- Save 24 to 48 hours in drying time with instant lamination, unlike the drying time required with low/eco-solvent printing, you can move immediately to lamination with HP Latex prints that come out completely dry.
- Bring out the best in self-adhesive vinyl. HP Latex Ink only softens the surface, preserving the properties that make self-adhesive vinyl easy to apply and enabling better long-term adhesion. –Cut vehicle graphics installation time by 20%—HP Latex prints are easy to handle and apply with excellent flexibility and conformability.

- Reassure your customers with warranties from industry leaders for up to 5 years. You can feel confident and help your customers feel confident too! HP Latex Printing Technologies are compatible with media backed by performance warranties, including HP⁽¹²⁾, Avery Dennison, and 3M. The HP Performance Warranty covers image performance, durability, and clean removal for up to 5 years.
- HP 3M Specialty Latex Inks are backed by the 3M[™] MCST[™] Warranty. With the ability to provide discriminating brand owners finished graphics backed by the 3M[™] MCST[™] Warranty, you can gain access to high-volume, high-value segments of the graphics market.

(8) For best results, print soft signage applications on polyester fabric that does not stretch. Performance may vary depending on media. Please consult your media supplier for compatibility details. Performance on textiles with HP Latex Inks may vary depending on media. Please consult your media supplier for compatibility details. Textiles that allow ink to trespass onto the printer require the ink collector provided with the HP Scitex LX800 and LX850 Industrial Printers. When printing porous textiles on other HP Latex Ink printers, a liner is recommended.

(9) Water resistance testing by HP Image Permanence Lab on a wide range of media using the ISO 18935 method. Results may vary based on specific media performance.

(10) HP image permanence and scratch, smudge, and water resistance estimates by HP Image Permanence Lab on a range of media including HP printing materials. For more information, see www.hp.com/go/supplies/printpermanence

(11) 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 www.hp.com/recycle for details.

(12) Some warranty limitations apply. See the HP Product and Performance Warranty for HP Air Release Adhesive Gloss Cast Vinyl at www.hp.com/go/HPMediaWarranties



HP Latex Printing Technologies

Expand your application offering—and grow you business

Create new opportunities for your business with the versatility of HP Latex Printing Technologies. Print on the same media you're using today—self-adhesive vinyl, PVC banners, backlits, films—and print on low-cost uncoated papers. Add new high-value applications from textiles to wallcoverings. Gain the advantages of HP Latex Printing Technologies and tap into a wide range of solutions and resources designed to help you produce new applications quickly and successfully.

HP Latex Inks

HP Latex Inks are water-based inks that combine the best characteristics of low/eco-solvent inks and water-based inks. You can obtain the outdoor durability and versatility on low-cost, uncoated papers that you would traditionally associate with low/eco-solvent inks, together with the odorless prints¹, low maintenance, and environmental advantages you get from water-based inks.

HP Latex Inks are completely cured inside the printer to form a durable film on the print medium. Prints come off dry so you can move right on to lamination, finishing, shipping, or display.

HP Latex Inks – Eliminate the trade-offs between solvent and water-based inks

HP Latex Inks offer all of the above, and more:

Performance comparable to low/eco-solvent inks

- Durability – comparable scratch, smudge and water-resistance.²
- Lower cost per copy by using low-cost, uncoated media.

With the advantages of water-based inks

- Odorless prints¹ – dry and ready-to-use right out of the printer.
- Low maintenance – no daily manual cleaning of printheads.
- Environmental benefits – no hazard warning labels, no HAPs³, nonflammable and non-combustible inks⁴, no special ventilation required.⁵



Take advantage of double-sided printing capability⁶

Print double-sided banners with minimal operator intervention using the improved double-sided printing capability⁷. The HP Optical Media Advance Sensor (OMAS) controls registration automatically. And you can save time with no need to rewind the roll between sides.

Explore the growing range of solutions and resources

The HP solution goes well beyond the innovative and compelling advantages of HP Latex Printing Technologies. To help you produce new applications quickly and successfully, HP offers:

- The Media Solutions Locator—see over 200 media manufacturers and more than 600 different media and access finished color profiles and printer settings at www.hp.com/go/mediasolutionslocator
- The HP Latex University—this set of training materials includes applications workshops led by industry experts and online webinars designed to help you successfully produce a wide range of outdoor and indoor wide format graphics applications using HP Latex Printing Technologies at www.hp.com/go/hplatexuniversity

Move beyond solvent with proven HP technology

Print service providers around the world are leaving solvent behind, using the advantages of HP Latex Printing Technologies to gain new capabilities, new flexibility, and new ways to meet—and exceed—customers expectations.

1) Some substrates may have inherent odor.
2) HP image permanence and scratch, smudge, and water resistance estimates by HP Image Permanence Lab on a range of media including HP printing materials. For more information, see www.hp.com/go/supplies/printpermanence
3) 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 2010) and none were detected.
4) HP water-based Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per the Pensky-Martins Closed Cup method and the flash point is greater than 110° C.
5) Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer—no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.
6) Printers compatible with double-sided printing: HP DesignJet L26500 Printer series, HP DesignJet L28500 Printer series, HP Scitex LX820 Industrial Printer, HP Scitex LX850 Industrial Printer.
7) For best results use media options intended for double-sided printing.



Wide choice of media

HP offers an extensive range of printing materials designed together with HP Latex Inks to deliver high-quality, durable output

For more detailed product and ordering information, see www.hp.com/go/LFprintingmaterials

Offer media in all price classes and benefit from finished printer settings and color profiles

With HP Latex Printing Technologies, you get access to the HP Media Solutions Locator (see, www.hp.com/go/mediasolutionslocator for your printer). HP provides you with finished color profiles for tested and approved RIPs and printer settings so you can spend time on printing instead of profiling.

Providing reassurance – media performance warranties

To provide reassurance for you and your customers, industry-leading media manufacturers including 3M¹⁾, Avery Dennison²⁾, and HP³⁾ offer warranties for graphics printed with HP Latex Ink printers. To maintain eligibility, it is important to comply with the terms of each companies' warranties.



Inspired Brands.
Intelligent World.™

1) Some warranty limitations apply for 3M, see www.hp.com/go/vehiclegraphics
2) Some warranty limitations apply for Avery Dennison, see www.hp.com/go/vehiclegraphics
3) Some warranty limitations apply; www.hp.com/go/HPMediaWarranties

Create an improved printing environment for your operators

Water-based HP Latex Inks provide high quality and durability on a wide range of media, without many of the health and safety considerations of low/eco-solvent inks. Water-based HP Latex Inks have no hazard warning labels and no Hazardous Air Pollutants (HAPs).¹ No special ventilation is required.² The inks are non-flammable and non-combustible.³ HP Latex Inks meet the chemical requirements of the Nordic Ecolabel (Nordic Swan) for printing companies. Improve the work environment for your operators and help reduce the impact of printing on the environment.

Win over environmentally conscious customers

You can depend on HP's environmental innovation and stewardship to help you reduce the impact of printing on the environment. Water-based HP Latex Inks, recyclable HP printing materials⁴, and HP Scitex and HP Designjet printing systems—designed with the environment in mind—can help you improve your environmental profile and gain new customers who are also concerned about the environmental impact of printing.



Eco Mark Certification⁵

HP 792 and HP 789 Latex Designjet Ink Cartridges are Eco Mark-Certified. The Eco Mark Program by the Japan Environment Association is intended to offer a choice of products that have been evaluated for environmental impact. According to the Japan Environment Association, Eco Mark-Certified products, as compared to similar products, demonstrate reduced environmental impacts through the entire life cycle from production to disposal.



Trained Printing Company
HP LATEX PRINTING TECHNOLOGIES
Learn more at hp.com/ecosolutions/tpc

Become an HP Ecosolutions Trained Printing Company – and gain an edge

Open up new possibilities for growing your business. The HP Ecosolutions Trained Printing Company Program for HP Latex Printing Technologies users helps you gain new knowledge and use new promotional tools—to assist clients looking for wide format graphics solutions with a reduced environmental impact.

Undertake convenient web-based training and gain the knowledge that can make you a go-to resource for the growing number of clients looking for wide format graphics solutions with a reduced environmental impact. Gain the benefits of co-promotion with HP and let HP help promote your knowledge, and your business. Take advantage of the training, use the promotional tools—and gain an edge.

Learn more at www.hp.com/ecosolutions/tpc

Want to learn more about applications? The HP Latex University is the answer.

The HP Latex University provides a set of training materials to help you successfully produce a wide range of outdoor and indoor wide format graphics applications using HP Latex Printing Technologies. Sign in and gain access to signage applications workshops led by industry experts, online webinars, and other tools designed to help you get the most out of your HP Latex Ink printer. Go to www.hp.com/go/hplatexuniversity

- 1) 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 2010) and none were detected. HAPs are air pollutants which are not covered by ambient air quality standards but which, as defined in the Clean Air Act, may present a threat of adverse human health effects or adverse environmental effects.
- 2) Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.
- 3) 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.
- 4) 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 www.hp.com/go/recycle for details.
- 5) HP 792 Latex Designjet Ink Cartridges, certification number 11 142 004 and HP 789 Latex Designjet Ink Cartridges, certification number 11 142 003, by the Eco Mark Office of Japan Environment Association.

Choose the best HP Latex printing solution for your business

HP offers a growing line of large-format printers featuring HP Latex Printing Technologies



HP Designjet L26500 Printer series

Print width: up to 155-cm (61-in) wide

Print speed: up to 22.8 m²/hr (246 ft²/hr)

Produce a broad range of outdoor and indoor applications, including temporary use textiles¹, and with faster turnaround times with prints that come out dry. Get accurate unattended, double-sided printing² and attract environmentally conscious customers.



HP Designjet L28500 Printer series

Print width: up to 264-cm (104-in) wide

Print speed: up to 70 m²/hr (753 ft²/hr)

Tap into the temporary use textiles¹ market with a wider printer base, up to 70% faster speed³, and textile options. Print double-sided banners²—unattended. Attract environmentally conscious customers with a printing system that helps reduce the impact of printing on the environment.



HP Scitex LX600 Industrial printer

Print width: up to 264-cm (104-in) wide

Print speed: up to 157 m²/hr (1,690 ft²/hr)

Expand your outdoor and indoor application reach even further. Produce stunning image quality at true production speed—from high-impact POP prints at up to 39 m²/hr (420 ft²/hr) to light boxes and indoor soft signage⁴ at up to 23 m²/hr (247 ft²/hr). And help reduce the impact of printing on the environment.



HP Scitex LX820/LX850 Industrial printer

Print width: up to 3.2-m (126-in) wide

Print speed: up to 177 m²/hr (1,905 ft²/hr)

Win new business with wide format industrial printers designed to speed up your workflow and cuts costs. Produce more high-profit applications on a wider range of media at true production speed. Take advantage of double-sided printing capability², ⁵. Attract environmentally conscious customers.



- 1) For best results, print on media that does not let the ink trespass onto the printer. Performance may vary depending on media. Please consult your media supplier for compatibility details.
- 2) For best results use media options intended for double-sided printing.
- 3) Per internal HP testing based on the amount of ink used during the recommended ink maintenance routines comparing the HP Latex Ink printing system to certain eco-solvent ink systems.
- 4) For best results, print textile applications on polyester fabric that does not stretch. Performance may vary depending on media. Please consult your media supplier for compatibility details.
- 5) The double-sided printing capability cannot be used with dual-roll printing and/or the ink collector.

To learn more, visit www.hp.com/go/latex

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