HP large format printing solutions for decorative applications
Drive new growth and profit for your business in the rapidly expanding *interior* decoration market

Use this guide to take a closer look at how HP large format printing solutions for decorative applications are helping transform the industry and helping you find new growth and opportunity for your business.

## Index

<table>
<thead>
<tr>
<th>The world of decoration is being transformed by HP</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play among a world of applications</td>
<td>4</td>
</tr>
<tr>
<td>Wallcoverings and photo murals</td>
<td>4</td>
</tr>
<tr>
<td>Canvases for decoration</td>
<td>4</td>
</tr>
<tr>
<td>Wall decals</td>
<td>5</td>
</tr>
<tr>
<td>Window coverings</td>
<td>5</td>
</tr>
<tr>
<td>Professional photography and fine art</td>
<td>5</td>
</tr>
<tr>
<td>Fine art and decoration</td>
<td>5</td>
</tr>
<tr>
<td>Customer successes: Franck Vogel</td>
<td>6</td>
</tr>
</tbody>
</table>

| Digital is driving growth in decoration | 7 |
| Color | 8 |
| Design | 8 |
| Media choice | 8 |
| One to many | 8 |
| Innovation | 8 |

| HP Latex Technology—driving growth for your business | 9 |
| Be unstoppable and expand your business | 9 |
| HP Latex printing is healthier printing | 9 |
| Customer successes: Sant Joan de Déu-Barcelona Children’s Hospital | 10 |

| Choose a turnkey solution, or choose among modular components | 11 |
| The HP Latex printing solution for wall decoration | 12 |
| The HP Latex printing solution for canvas | 16 |
| The dual-device HP Latex printing solution for print and cut | 18 |
| HP digital printing solutions for proofing | 20 |
| The HP Latex Printing Technology for window coverings | 21 |
| Customer successes: Karim Rashid Inc. | 22 |
| Helping you develop your business | 23 |
| The HP WallArt Suite | 24 |

| Media choice—made easy | 26 |
| HP media solutions | 27 |
| Media with ColorPRO Technology | 27 |
| Media Certification Program for HP Latex Inks | 27 |
| Customer successes: Chance, Luck, & Accident | 28 |

| Choose your HP large format printer | 29 |
| HP Latex printers | 30 |
| Customer successes: TTF | 33 |
| HP DesignJet Z-series photo printers | 34 |
| HP Scitex printers | 36 |
| Customer successes: AV Print-Express | 37 |

| We’re here to help as you grow | 38 |
| HP service and support | 39 |
| Develop your HP Latex advantage: HP Latex Knowledge Center | 40 |
Take a look at the world of interior decoration, and you’ll see explosive growth driven by new capabilities brought by digital printing technologies. At first, HP DesignJet large format printing made it possible to print posters and canvas as the industry started taking off. Now, with the unique advantages of HP Latex Printing—from enabling tremendous creative potential enabled by broad substrate choice and designs to same-day delivery of odorless indoor prints—the industry is in the midst of a complete transformation.

Today, decorative design can touch virtually everything, and everyone. When you can digitize, mass customize, even individualize, you have powerful tools to differentiate your business. HP’s portfolio of technologies and solutions are designed to help you take full advantage of the interior decoration opportunity. The versatility and flexibility of HP Latex solutions address traditional markets like wallcoverings as well as trendy new applications like window blinds, decorative textiles, or lampshades. When image quality is art, HP DesignJet solutions provide unrivaled image quality from fine art reproduction to professional photography. HP Scitex solutions are ideal for rigid and exotic applications.

HP digital printing technologies, our comprehensive solutions delivered together with industry-leading partners, and exciting customer successes in the art of interior decoration around the globe—we’ve got what it takes to help you gain access to new markets, differentiate yourself in a constantly changing world, and open up new revenue opportunities for your business.
Play among a world of applications

The interior decoration market extends from the traditional to the trendy. Designed for each application, HP solutions cover the entire range. HP Latex Technology provides innovation—from versatility to flexibility and durability—that is helping drive the transformation of the industry. Complemented by the image quality of HP DesignJet solutions ideally suited to fine art reproduction and professional photography, and HP Scitex solutions ideal for rigid and exotic applications. Choose your application—and choose among HP solutions—as you explore the exciting world of decorative applications.

Wallcoverings and photo murals

Capitalize on growing demand
Complement and expand your current photo offering—and capture a new profit pool—with high-margin, customized wallcoverings and photo wall murals.

HP Latex printers:
• HP offers an easy-to-deploy solution that covers the entire workflow, from design to finishing, including cloud-based design and print-ready file preparation, with the HP WallArt Suite²

• Provide reassurance with HP Latex Inks and prints in accordance with best-in-class indoor air quality certifications³

Canvases for decoration

Help grow your business
From gallery-wrap stretched canvas to wide—format canvases up to 3.2 m (10.5 ft)—including mounted and textured canvases and rounded canvases—expand into a wide range of canvas applications that can yield higher margins.

HP Latex printers:
• HP and our market-leading partners provide the complete canvas printing solution from design to finishing, including multi-panel design with the HP WallArt Suite²

• Stretch and fold without cracking, and eliminate the need for lamination

Wall decals

Achieve a new level of efficiency
From stickers, labels, and wall decals to window graphics and vehicle stickers, produce detailed, durable images that make a bold impression when viewed up close and personal.

HP Latex printers:
• Deliver same day—eliminate dry time, avoid the need for lamination, run multiple jobs at once

• Print first, then cut with a dual-device solution—it’s about 50% faster compared to a multi-function print-and-cut device⁴
Capture accelerating growth in a huge new market

Digital printing is changing the way everyone looks at window coverings. Today window blinds, shades, and other indoor window treatments provide form and function first. As decoration, choices are limited. HP Latex Printing Technology enables virtually unlimited design options with highly efficient production.

HP Latex printers:
- With HP Latex, you can print any design directly onto the material.
- Deliver lightfast results—rated 7 of 8 per the Blue Wool standard.

Professional photography and fine art

Exhibit the fine art of printing

Produce dazzling professional photography and fine art reproductions. Long lifespan and fade resistance keep prints in top viewing condition on a range of printing materials from canvas to fine art photo papers.

HP DesignJet Z-series printers:
- Up to 12 Original HP Vivid Photo and HP Photo inks deliver gallery-quality black and-white and color prints.
- Wide color gamut with 95% PANTONE® coverage enabled by HP chromatic red ink.
- High-impact, durable prints that last up to 200 years.

Fine art and decoration

Fast turnarounds on rigid and flexible applications

Print an endless range of high-value applications such as doors, mirrors, window graphics, stunning textured foam board pictures, or even eye-catching metallized wallcoverings.

HP Scitex FB550/FB750 Industrial Printers:
- Print directly on virtually any rigid material from foam boards and acrylic to polycarbonate, PET, and aluminum.
- Show clients what’s possible with white ink, matte/gloss, and full bleeds.
- Print on extremely thick materials—up to 6.4 cm (2.5 inches)—and create unique applications such as doors.

Window coverings

Objectives

- Capture accelerating growth in a huge new market
- Exhibit the fine art of printing
- Fast turnaround on rigid and flexible applications

Key message

- Digital printing is changing the way everyone looks at window coverings.
- HP Latex Printing Technology enables virtually unlimited design options.
- HP DesignJet Z-series printers deliver gallery-quality black and-white and color prints.
- HP Scitex FB550/FB750 Industrial Printers print directly on virtually any rigid material.
“There is an amazing difference between the prints on the HP DesignJet photo printers for this exhibition and the same photos printed in the past on the Lambda at my old photo lab. These prints have more intense colors, a greater depth, and capture more detail from the photo than ever before.”

— Franck Vogel, photo-journalist, Paris, France

Over 50,000 visitors enjoy the exhibition ‘Bishnois Ecologists since the 15th Century’ created on HP DesignJet photo printers

At a glance

Industry: Professional Photography and Graphic Design
Business name: Franck Vogel
Headquarters: Paris, France
Website: franckvogel.com

Challenge
Create durable, fine art quality photographic prints for the ‘Bishnois Ecologists since the 15th Century’ exhibition.

Solution

Results
Brighter reds, more faithful colors, plus greater depth and detail captured in black-and-white photos—as well as photo durability—exceeding the quality of previous traditional Lambda process.

Faithful and consistent replication of exhibition prints anywhere in the world using the HP DesignJet photo printer multiplies exhibition opportunities.
Everything about the interior decoration business is in transformation driven by digital printing technology that can help you get new, creative, and fashionable designs out into a constantly shifting market. By replacing your analog equipment, or using digital printing as a complement, you can position yourself in the forefront of the market—and offer your customers new value. When you print digitally, you can take the worry out of predicting what will sell, help cut stock and warehousing costs, and help reduce waste and complexity.
HP digital printing technologies enable innovation

**Color**
Take the pain out of the final decision on color and set the trend with more choices:
- Choose from multiple colors—you’re no longer constrained by a limited number of colors
- Amaze your customers with smooth, wide color gradients
- Boost colors—use digital printing to achieve special effects on prints produced with your analog equipment
- Automatic color preparation makes it easy to reproduce colors and collections

**Design**
The only limit is your imagination:
- Develop high-end, luxury collections
- Free yourself from the limitations of repeat patterns
- Design, photographic images, artwork—even vintage—this is creative freedom

**Media choice**
Use unique substrates to differentiate your offering:
- Embossed, textured, metallic coated media—specialty media can become your specialty
- You’re no longer limited to traditional industry widths

**One to many**
Digital printing makes it easy to produce high-margin, individual interior decoration:
- Customize—and create a perfect match—with other interior elements
- Design a single, exclusive wall—a true work of art
- Create individualized decoration—capture the trend
- Mass customize for high-value markets like hospitality

**Innovation**
From design and production to collaboration and marketing, HP is changing this market with the HP WallArt Suite:
- Create customized wall decoration with a solution that can completely change the way you do business
- More than a design tool, it’s a cloud-based business development tool
HP Latex Technology—driving growth for your business

Today’s commercial and residential spaces are full of exciting design and customized interior decoration is in demand. HP Latex Technology is ideally suited to the task, with unique benefits for your business, whether you’re a wallcovering manufacturer looking to differentiate with high-end, luxury collections, a print service provider looking to expand into new high-margin applications like customized projects or canvases, a designer looking to create an advantage with shorter design-to-manufacturing time, or an interior decorator with a vision for creating experiences through spaces.

End-to-end sustainability—a better approach

HP Latex Technology delivers all the certifications that matter to your operators, your business, and the environment. Better for printing companies and print operators—using water-based inks eliminates exposure to inks with hazard warning labels and high solvent concentrations, and simplifies ventilation, storage, and transportation requirements.

• Better for the end-customer, enabling more differentiation—odorless prints go where solvent and UV-curable can’t
• Better for the environment—from the energy efficiency of the printer to sustainable sourcing practices for media to recyclable ink cartridges, HP is designing end-to-end sustainability into large-format printing, offering a number of EPEAT Bronze registered printers designated for reduced environmental impact.

HP Latex printing is healthier printing

• UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria.
• UL GREENGUARD GOLD Certified HP Latex Inks are certified to standards for low chemical emissions into indoor air.
• HP Latex Inks are non-flammable, non-combustible and nickel free.
• No special ventilation is required and HP Latex Inks have no hazard warning labels or HAPs.
• HP Latex 300 series printers are ENERGY STAR certified, have no special power requirements, and are EPEAT registered.
• Reach new indoor display environments like hospitality, healthcare—odorless prints go where solvent and UV can’t.
“The decorations printed with HP Latex Inks and installed with minimal disruption to services, have allowed us to create unique, attractive designs that the kids love and that are compatible with our sensitive environment.”

– Lola Crevillén, head of Hospital Services and Facilities, Sant Joan de Déu-Barcelona Children’s Hospital
Choose a turnkey solution, or choose among modular components

Whether you’re looking for an efficient, low-volume solution or production-volume capability, the HP solution is a complete offering, with our market-leading partners bringing key components optimized for HP printing technologies. Choose a turnkey solution—or choose among the modular components—for wallcoverings or canvas. Reinvent your proofing capability. Or redesign your print-and-cut capability with the dual-device HP Latex printing solution for print and cut.
The HP Latex printing solution for wall decoration

Start bringing in new revenue

Digital wall decoration is your opportunity to capture a new profit pool. Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.

Professional content source
Easy access to professional content directly from the HP WallArt Solution
- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it’s easy to buy content directly from the HP WallArt Suite

Advanced graphic design
Advanced graphic design and file preparation to print
- Enhance job creation, improve color management, and increase efficiency with design tools from a market-leading partner, AVA
- Reach completion in record time—reduce the complexity of working with repeat patterns

Customized wall layout
Simple, efficient, and collaborative solution for creating customized wall decoration
- Boost your wall decoration opportunity with the easy-to-use, cloud-based HP WallArt Suite
- HP WallArt simplifies the entire process from image selection and wall layout to print and installation
- HP WallArt is free

Onsite, realistic preview
See just how the final project will look, on your tablet
- Live the design before making the final decision—using the HP WallArt tablet app, your customers can design onsite, using pictures of the actual wall
- Take a picture of the actual wall and see a realistic preview of the finished design
- The HP WallArt tablet app is free

Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.
File ripping

AVA RIP, integrated into your workflow

• Get more color control, help accelerate ripping time, and gain integrated workflow efficiencies from a market-leading partner, AVA
• From file preparation to printing, AVA design software enables a seamless workflow

Media compatibility

Offer exciting new applications with a broad media range

• Choose from a wide range of compatible substrates from industry-leading media providers
• Broad choice among coated or uncoated, vinyl, paper, PVC-free wallpaper, canvas, and many more
• Differentiate your products—print on a wide range of specialty substrates including deep embossed, textured, or metallic coated media
• Choose among HP large format printing materials and a wide range of media Certified for HP Latex Inks and save ramp-up time associated with testing media yourself—find your media solution at: hp.com/go/mediasolutionslocator

Proofing and short runs

Print proofs directly on the production substrate—and make the decision on final colors much easier

• With the HP Latex 300 Printer series using HP Latex Technology, you can print proofs or samples directly on your own production media for more realistic samples
• Using HP Latex Technology, you can eliminate color issues with proofing on graphics paper

24/7 production

High-volume, 24/7 production printing—on demand

• Gain industrial speed and efficiency with the HP Latex 500 series Printer, HP Latex 1500 and HP Latex 3000 Printer series, using HP Latex Printing Technologies
• Eliminate concerns about odor—prints are odorless, even immediately after printing
• Achieve true-to-life results with a wide color gamut and vivid colors up to 1200 dpi
• Reduce running costs—print unattended overnight runs at true production speed
Automatic panel cutting
Help reduce bottlenecks and create workflow efficiencies
• Improve your workflow with automatic, accurate panel cutting from a market leader, Fotoba International
• The XLD170 WP model is a proven automatic cutting device designed for wallcovering panels

Automatic winding system
Automatically rolled wallcoverings
• Deliver wallcovering rolls while reducing labor costs and increasing efficiencies with the automatic winding system from a market leader, Fotoba International
• Get final rolls, ready to be packed, directly from the cutting device

Wallcovering certifications
Demonstrate compliance with international wallcovering industry standards
• Deliver your wallcoverings with confidence—prints produced with HP Latex Inks meet many international wallcovering industry standards
• HP Latex prints meet the EN233 standard for washability and colorfastness
• HP Latex prints meet the Euro class standard Class B4 for flame retardant
• HP Latex prints carry the CE Mark
• HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics—prints produced with HP Latex Inks on specified media

Environmental & health certifications
Provide reassurance
• HP Latex Ink prints meet a range of stringent human health criteria
• HP Latex Inks have achieved UL ECOLOGO® and UL GREENGUARD GOLD Certification
• Create wallcoverings that meet AgBB criteria and are rated A+ per Emissions dans l’air intérieur
• UL GREENGUARD GOLD Certified prints on FSC®-certified paper can help building owners obtain LEED credits
• HP PVC-free Wall Paper is FSC® certified—for more information on HP media, visit HPLFMedia.com
• Eco Mark Certified HP 831 Latex Ink Cartridges demonstrate reduced environmental impacts as compared to similar products

For more information on HP large format printing materials, visit HPLFMedia.com.
A new economic equation can enable higher margins for wallcovering manufacturers

HP Latex digital printing can help you turn opportunity into profit. For example, the HP Latex 3000 Printer series adds up to a whole new way of doing business:

In the final analysis, the economics of HP Latex digital printing for wallcoverings are compelling:

- Produce one roll, 1000 rolls, or even more, on demand—the choice is no longer about high inventory costs and huge warehouses
- Now you can eliminate very high set-up costs and you can make a profit from the first printed roll
- You can change the reality of so much wasted media and ink—digital printing produces virtually zero waste
- Run a collection in days, not months—immediacy from design to production to sales can translate into less risk and more collections per year

Our solution partners for the HP digital printing solution for wall decoration

avacadcam.com

gotoba.com

go-foster.com

fotolia.com

patterndesigns.com
The HP Latex printing solution for canvas

Help grow your business

Today’s consumers want unique, personalized items. High-quality digital imagery is easy to access. And it’s easy to explore and purchase online. Use the advantages of HP Latex Technology to help you capture new profit pools with canvas applications. Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.

Media compatibility

Offer exciting new applications with a broad media range

- Provide more choice among a wide range of media designed for canvas printing including cotton and polyester fabrics, gesso coated canvases, and inkjet coated canvases
- HP offers several canvas materials specifically designed for HP Latex printers including HP Everyday Satin Canvas and HP Premium Satin Canvas (see HPLFMedia.com)
- Easily find canvas substrates certified as compatible with HP Latex Inks from a wide range of recognized media suppliers worldwide; find finished color profiles and printer settings at hp.com/go/mediasolutionslocator
- To reduce the challenges associated with using new substrates, an independent testing agency tests canvas compatibility with HP Latex Inks and HP Latex printers for certified canvas with the Media Certification Program for HP Latex Inks

Professional content source

Easy access to professional content directly from the HP WallArt Suite

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it’s easy to buy content directly from the HP WallArt Suite

File preparation

The HP WallArt Suite enables greater efficiencies

- Save time with automatic file preparation for gallery-wrap canvases
- Stretch marks make it easy to align your canvas print with the stretching bars
- This solution automatically takes care of canvas file preparation for generation of multi-panel prints

Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.
Automatic stretching

Start with manual stretching and move to automatic stretching when you need high productivity

- Boost productivity with pre-assembled stretcher bars and automatic stretcher machines like the fastFrame 1000 Canvas production machine from Imaging Solutions AG
- Use automatic stretching when producing same-sized canvases in high volumes

Automatic cutting

Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with accurate, automatic cutting of prints with help from market leaders, Fotoba International and ESKO
- To save you time, the HP WallArt Suite² automatically places Fotoba cut marks
- Prepare your canvases for the stretching process with an automatic X and Y cut
- Cut in different sizes with a Kongsberg ESKO cutting table

Low-volume canvas printing

From one unique canvas job to another—deliver versatile printing capabilities

- Take advantage of affordable, easy-to-use HP Latex 300 series printers, ideal for sign shops, copy shops, or print service providers

Mid/high-volume canvas printing

Gain industrial speed and efficiency with the HP Latex 500 series Printer, HP Latex 1500 and HP Latex 3000 Printer series

- Reduce running costs—print unattended overnight runs at true production speed
- Move straight from production to cutting and stretching—no dry time required

Our solution partners for the HP Latex printing solution for canvas

- patterndesigns.com
- fotolia.com
- esko.com
- Imagingsolutions.ch
- fotoba.com
- 17
The dual-device HP Latex printing solution for print and cut

Win on same-day delivery with a new level of efficiency

The dual-device HP Latex printing solution for print and cut enables you to make one investment, yielding many returns:

- Deliver same day—eliminate dry time, avoid the need for lamination, run multiple jobs at once
- Print first, then cut with a dual-device solution—it’s about 50% faster compared to a multifunction print-and-cut device
- Gain versatility—produce high-resolution image quality with fine detail ideal for a range of print-and-cut applications
- Choose the ideal combination of software, 54- or 64-inch HP Latex 300 series printer, and professional cutter to suit your space, and your business needs

HP and our partners bring you the advantages of a dual-device solution featuring professional printing and cutting capabilities.

File preparation

The HP WallArt Suite enables greater efficiencies:
- Save time with automatic file preparation for wall decals

File ripping

Select from worldwide market leaders, partnering with HP to offer the most robust production print-and-cut workflow solutions for the HP Latex 300 Printer series:
- SAI FlexiPrint HP Premium edition
- ONYX Thrive and PosterShop
- Caldera GrandRIP

Low-volume production printing

The HP Latex 300 Printer series, using HP Latex Technology, redefines print-and-cut speed and efficiency:
- Produce sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, and 1200 npi
- Increase production time and reduce time monitoring the printer—automatic, reliable, low-maintenance printing
- Enjoy healthier printing with HP Latex—no special ventilation required, no hazard warning labels or HAPs

Automatic cutting

HP has selected the world’s leading cutting partners, Summa and Graphtec, to drive print-and-cut applications to a new level of quality with a more efficient and versatile solution:
- The SummaCut D140 and D160 cutters
- The Graphtec FC8600 130 and 160 professional models

Our solution partners for the dual-device HP Latex printing solution for print and cut

ThinkSAi, ONYX, Caldera, Summa, Graphtec
The HP Latex Printing Technology for window coverings

Capture accelerating growth in a huge new market

Digital printing is changing the way everyone looks at window coverings. Today window blinds, shades, and other indoor window treatments provide form and function first. As decoration, choices are limited. HP Latex Printing Technology enables virtually unlimited design options with highly efficient production.

Redesign the medium
Innovate with design—from unique photos to design collections to new ways to apply brand identity, HP Latex Printing Technology is creating new potential for window coverings.

Redefine quality, performance
- Produce high image quality at production speeds
- Work with vivid colors, wide color gamut, 1200 dpi
- Deliver lightfast results—rated 7 of 8 per the Blue Wool standard
- Provide washable, easy to clean materials

Produce with ease, efficiency
- Print directly onto a wide range of window covering materials
- Finish immediately—prints come out completely dry
- Gain quality control and color consistency

Apply brand identity

Add, combine, redefine color

Create new design elements

Designed for indoor environments
HP Latex Inks:
- Enable healthier printing—no hazard warning labels or HAPs
- Produce odorless window coverings
- Meet high indoor air quality standards
HP digital printing solutions for proofing

Move faster from design to production, while helping reduce running costs

Save precious time and take the guesswork out of determining what the final product will look like. Working with your HP Latex printer in the studio, you can see immediate results, experiment, refine—all with your clients integrated into the process. When the proof is essentially a sample, you can move faster from design to manufacturing.

Bring your clients into the process

Improve the quality of engagement with your clients:
- Work with realistic samples and, together with your client, move quickly and easily to decisions on the final collection
- Produce samples of new collections and colorways, at very low expense, and gather a first impression from the marketplace

Print proofs directly on the production substrate—and make the decision on final colors much easier:
- Print realistic samples and avoid the time and complexity required to translate proofing media issues, like optical brightness in paper, to a more accurate representation of colors
- Gain more control and flexibility—experiment in the studio and accelerate the final decision on colors
- Speed up the color matching process while reducing interruptions on the production line
- Use the color balancing solution by a market-leading partner, AVA to achieve accurate colors between HP Latex 300 series printers and production on the HP Latex 3000 Printer series

Gain process efficiencies, move faster

Print proofs directly on the production substrate—and make the decision on final colors much easier:
- Print realistic samples and avoid the time and complexity required to translate proofing media issues, like optical brightness in paper, to a more accurate representation of colors
- Gain more control and flexibility—experiment in the studio and accelerate the final decision on colors
- Speed up the color matching process while reducing interruptions on the production line
- Use the color balancing solution by a market-leading partner, AVA to achieve accurate colors between HP Latex 300 series printers and production on the HP Latex 3000 Printer series

Help reduce running costs

Simplify your workflow, help reduce costly production-line interruptions, and cut the cost of proofing media:
- Create proofs and samples in the studio and avoid incurring high-cost production time
- Print on the production media or more affordable alternatives, and you can eliminate the high cost of specialty coated proofing media

Bring your clients into the process

Improve the quality of engagement with your clients:
- Work with realistic samples and, together with your client, move quickly and easily to decisions on the final collection
- Produce samples of new collections and colorways, at very low expense, and gather a first impression from the marketplace

Simplify your workflow, help reduce costly production-line interruptions, and cut the cost of proofing media:
- Print realistic samples and avoid the time and complexity required to translate proofing media issues, like optical brightness in paper, to a more accurate representation of colors
- Gain more control and flexibility—experiment in the studio and accelerate the final decision on colors
- Speed up the color matching process while reducing interruptions on the production line
- Use the color balancing solution by a market-leading partner, AVA to achieve accurate colors between HP Latex 300 series printers and production on the HP Latex 3000 Printer series

Our solution partners for HP digital printing solutions for proofing

avacadcam.com

The HP Latex printing portfolio provides options to meet a range of proofing and sampling needs for manufacturers wanting to move as quickly as possible from design to manufacturing, from the entry level HP Latex 310 Printer to the most advanced and fastest, the HP Latex 560/370 Printer.
“We use the HP Latex printer every day as a design tool, and the better tools we have, the better our work can be. Having the printer makes you want to use it, encouraging us to be creative.”

– Karim Rashid, Karim Rashid Inc.

Karim Rashid advances trend for decoration in interior and industrial design with HP Latex Printing Technologies

At a glance

Industry: Sign and Display, Industrial Design
Business name: Karim Rashid Inc.
Headquarters: New York City, New York, USA
Website: karimrashid.com

Challenge

The studio needs to respond to a wide range of customer requests for products and samples and the company wanted in-house large-format printing capabilities that met its requirements and was suitable for an office environment.

Solution

With an HP Latex Printer in his studio, a wide variety of substrates can be printed quickly, enabling an accelerated design process while printing odorless prints on a one-to-one scale.

Results

Karim Rashid and his team are able to have immediate results, often on final substrates, and can present customers with designs that are closer to the final product than ever before.
“We have doubled our turnover year on year as customers realise they can reinforce and differentiate their brand with bespoke wall decorations.”

— Robin Sprong, owner and designer,
Robin Sprong Wallpaper

Robin Sprong Wallpaper doubles turnover with unique designs for lucrative wallcovering market

**At a glance**

**Industry sector:** Decoration
**Segment, digital wallcovering**

**Business name:** Robin Sprong
**Wallpaper**

**Headquarters:** Cape Town,
**South Africa**

**Testimonial from:** Robin Sprong, owner and designer

**HP solution:** HP Latex Printing
**Technologies**

**Website:** robinsprong.com

---

**Challenge**

- Meet customer demands for multiple applications whilst ensuring consistent quality and delivery on schedule.
- Reduce cost of printing by increasing in-house production.
- Meet client environmental requirements for indoor prints in public areas.

**Solution**

HP Latex Printing Technologies offering the substrate versatility supporting design creativity whilst meeting high environmental standards.

**Results**

- By eliminating outsourcing of print, costs have fallen dramatically allowing more resources to be dedicated to marketing and sales.
- Turnover doubled year on year as customers realize they can reinforce and differentiate their brand with bespoke wall decorations.
- HP Latex Ink health and safety certification in a clear advantage when supplying numerous organizations including one international food retailer.
- The company can now design, produce and install unique wallcoverings to decorate almost any space.
Helping you develop your business

Successful decorative applications rely on creativity and collaboration from design development to final approvals. HP cloud-based solutions include HP WallArt— it’s more than just a design tool, it’s a business development tool.
The HP WallArt Suite
Drive new business with decoration

It’s a free, cloud-based solution designed to help you drive new growth in decorative applications. Bring in new customers with an easy design experience that’s also easily integrated into your website. Manage production efficiently with automatic, reliable print-ready PDF generation and tools that help you manage orders and track jobs—and help save time.

Ecommerce
It’s the future of your business. And it brings new challenges. New applications, new design support. New customers, new production management requirements.

Grow decorative printing
This modular demand-generation tool gives you options. It’s easy to integrate the HP WallArt Suite design and ordering experience into your website.

Select from four standalone decorative applications

- Wallcoverings
- Canvas
- Posters
- Wall Decals

Choose your web-to-print experience, level of integration
- Basic external hyperlink to design and visualization tools
- Easy, fast integration with CRM Plugins based on pre-defined templates, with pricing, invoicing
- Fully tailored solution with API website integration including online quotes, invoicing, MIS connectivity
Easy design in 3 steps

To enable a simple web design experience, the HP WallArt Suite provides a simulation for each unique environment. The consumer creates and visualizes the design.

The consumer selects a decorative application from your website, then completes the design:
1. Design multiple walls in the room at the same time
2. Place actual windows and furniture
3. Select and visualize creative content—from content providers, links to digital content, or personal photos
Once the design is complete, the consumer can check the price, then place an order.

Streamline production and save time

The HP WallArt Suite helps you streamline your production workflow—with tools designed to help you save time.

Track jobs through production
• Dashboard view of activity status
• Automatic, print-ready PDF generation, and installation instructions

Manage your orders
• Process new orders with customer/order details
• Organize orders by customer or by standard design templates
• Provide pricing by application and media type during the design process

Understand customer content preferences
• Upload and organize content themes
• Create exclusive content folders by customer
• Track most frequently used content to create new content offers

Access support center resources
• FAQs
• Tips and tricks
• Leverage HP marketing material
• Send an email request for help

Available at:

Enrich digital experiences with Augmented Reality features thanks to the LinkReader mobile app integration

*App compatible with iOS 8 and iOS 9
Media choice—made easy

To help you expand your decoration offering, it’s now easier than ever to find the breadth of compatible substrates needed for almost any interior decoration print job. From optimized HP media engineered with ColorPRO Technology to substrates Certified for HP Latex Inks from a wide range of media suppliers, you can save time and gain peace of mind with media compatible with the entire portfolio of HP Latex and HP DesignJet large format printers.
**HP media solutions**

HP offers an extensive range of large format printing materials designed together with Original HP inks and HP large format printing systems. In the sign and display printing materials portfolio, HP printing materials for interior decoration applications include fabrics and wall paper designed together with HP Latex Inks and printers to deliver high-quality, durable output. In the graphics portfolio, HP printing materials are designed together with Original HP Vivid Photo and HP Photo Inks and HP DesignJet Z-series printers for optimal image quality, consistency, and reliability. For the entire HP Large Format Printing Materials portfolio, please see HPLFMedia.com.

**Media with ColorPRO Technology**

The ColorPRO Technology trademark represents a quality standard for color excellence in digital printing. All materials that carry the ColorPRO Technology logo are designed together with HP Latex Inks and HP Latex printers, as well as Original HP Vivid Photo and HP Photo Inks and HP DesignJet printers, and demonstrate visibly enhanced print quality, delivering professional quality and striking results. For more information about the ColorPRO Technology Program, please see colorprotechnology.com.

**Media Certification Program for HP Latex Inks**

**New opportunities for business growth and profit**

Media Certified for HP Latex Inks opens your business to new application options and profit potential, while saving you ramp-up time associated with testing media yourself. With the HP Media Solutions Locator, you can easily find media compatible with HP Latex Inks from industry-leading suppliers, and start discovering the possibilities. Find your media solution at: hp.com/go/mediasolutionslocator.

**Why get certified?**

As a media manufacturer, you can help your business take full advantage of the media versatility of HP Latex printing by offering products that are Certified for HP Latex Inks. Provide peace of mind with third-party testing and certification provided by an approved independent agency. Print service providers can virtually eliminate time associated with testing media on their own by using your certified media. Gain visibility for your certified media with HP co-promotion and the “Certified for HP Latex Inks” icon on your packaging and communications. Certified media is featured in HP customer and sales tools including the HP Media Solutions Locator.

**How to get certified**

HP is working with Color Concepts to provide media vendors and resellers with profiling support and certification across the world. To learn more about the Media Certification Program, visit: hp.com/go/latexmediacertification
“We are delighted with the print quality, durability, and flexibility provided by HP Latex Printing Technologies. It has helped bring the exhibition and our artistic vision to life.”

– Wendy Tan, multi-disciplined artist, Singapore

Chance, Lucky, & Accident exhibition showcases the talents of multiple artists working with HP Latex Printing Technologies

At a glance

Industry: Professional Photography and Graphic Design
Business name: Singapore Artists
Headquarters: Singapore
Website: facebook.com/ChanceLuckAccident

Challenge

Artists involved in presenting their work at the Chance, Lucky, & Accident exhibition in Singapore needed a way to print on a wide range of materials quickly and without compromising on quality.

Solution

HP Latex Printing Technologies, providing stunning color reproduction on a wide variety of media.

Results

HP provided hundreds of different pieces printed on different media including synthetic leather, eco-cotton, canvas, and silk with print quality so fine that many visitors mistook the prints for original hand-painted artworks.
HP’s innovative technologies and a wide integrated portfolio of large format printers, Original HP inks, and compatible media deliver superior quality and productivity. So you can increase the value of the business you have or expand into new interior decoration applications, confident of increased uptime and the committed support of an industry leader.

HP Latex printers help you add new capabilities, new flexibility, and new ways to serve your customers. Water-based HP Latex Inks, together with HP Thermal Inkjet printheads, offer a unique combination for wide format-printing—high image quality for indoors, versatility across common media types used for decorative applications, and the ease-of-use and environmental advantages of water-based inks. The HP DesignJet Z-series family of printers provide high productivity, ease of use, and high-impact color—all at affordable running costs. Versatile, reliable HP Scitex printers enable high productivity with less effort and waste, provide scalability and modularity to protect your investment as your business grows, and deliver the image quality you need on virtually any rigid media for decorative applications.
HP Latex printers — be unstoppable and expand your business

HP Latex Inks combine the best characteristics of solvent inks, UV-curable inks, and water-based inks. You get high quality, durability, and versatility across common media types used for decorative applications from wallcoverings and canvases to textiles, vinyls, backlits, and many more. And you can move to healthier printing—odorless prints go into interior spaces that solvent and UV can’t.

Produce high-quality, durable images

• Produce sharp image quality with 6 colors and printheads with 1200 nozzles per inch
• A smooth, flexible ink layer makes canvas finishing easier, from folding to stretching
• Indoor prints provide up to 150 years display permanence
• User-replaceable HP Thermal Inkjet printheads maintain image quality over the life of the printer

Speed up—even eliminate—production steps

• Eliminate waiting time—prints are completely cured and dry inside the printer, ready for immediate finishing and delivery
• Durable, scratch-resistant prints help you move quickly and confidently through production and delivery
• Stay up-to-date on your printer’s activity with helpful alerts and monitor job completion while you’re away with the HP Latex Mobile app
• Reduce maintenance with HP Thermal Inkjet printheads and water-based inks:
  o No daily daily manual cleaning required
  o Turn off printers overnight, weekends, or longer

Choose your HP Latex printer

Selecting the right printer for your business depends upon your production needs. For proofing, sampling, and short runs, look to the HP Latex 300 Printer series. For mid-volume production or large canvas production, look to the HP Latex 850 Printer. For high-volume production, the HP Latex 3000 Printer series is the ideal fit.

The HP Latex 300 Printer series and the HP Latex 3000 Printer series feature HP 831, HP 871, and HP 881 Latex Inks—with all the benefits of HP Latex Inks, plus the addition of an anti-scratch agent that provides a high level of scratch resistance on smooth, uncoated media to help significantly reduce the risk of accidental damage during the finishing, installation, and display of unlaminated decorative applications compared to competitor eco-solvent inks.

Stay up-to-date on your printer’s activity with helpful alerts while you’re away. Download the HP Mobile app.
### HP Latex printers

<table>
<thead>
<tr>
<th>Description</th>
<th>HP Latex 310 Printer</th>
<th>HP Latex 330 Printer</th>
<th>HP Latex 360 Printer</th>
<th>HP Latex 560 Printer</th>
</tr>
</thead>
</table>
| Media handling | • Roll-to-free fall  
• Take-up reel—optional accessory | • Roll-to-free fall  
• Take-up reel | • Roll-to-free fall  
• Take-up reel  
• Double-sided blockout printing¹¹ | • Roll-to-free fall  
• Take-up reel  
• Double-sided blockout printing¹¹  
• Ink collector |
| HP Latex Inks | HP 831 Latex Inks  
775-ml cartridges | HP 831 Latex Inks  
775-ml cartridges | HP 831 Latex Inks  
775-ml cartridges | HP 831 Latex Inks  
775-ml cartridges |
| Maximum media width | 137.1 cm (54 in) | 162.5 cm (64 in) | 162.5 cm (64 in) | 162.5 cm (64 in) |
| Maximum media loading | 25 kg (55 lb) | 42 kg (92.6 lb) | 42 kg (92.6 lb) | 55 kg (121 lb) |
| Speed—indoor quality | 12 m²/hr (129 ft²/hr) | 13 m²/hr (140 ft²/hr) | 17 m²/hr (183 ft²/hr) | 23 m²/hr (248 ft²/hr) |
| Suggested monthly volume | <250 m²/month  
<2,500 ft²/month | 250 m²/month  
2,500 ft²/month | 350 m²/month  
3,500 ft²/month | 500 m²/month  
5,000 ft²/month |
| Maximum duty cycle¹⁴ | 1,400 m²/month  
14,000 ft²/month | 1,500 m²/month  
15,000 ft²/month | 2,000 m²/month  
20,000 ft²/month | 3,200 m²/month  
32,000 ft²/month |

¹¹ HP 831 Latex Inks

A perfect fit for small spaces, this affordable printer frees up workspace and your operator.

Gain versatility and enjoy convenient printing of indoor and outdoor jobs with this affordable printer.

Produce high quality for indoors and out at production speeds ideal for handling urgent jobs.

Address production peaks in-house. Get colors right the first time and respond fast with quick loading and automatic maintenance.
<table>
<thead>
<tr>
<th>Description</th>
<th>HP Latex 570 Printer</th>
<th>HP Latex 1500 Printer</th>
<th>HP Latex 3100 Printer</th>
<th>HP Latex 3500 Printer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Expand your capacity with a printer optimized for fleet management. Drive high productivity along with workflow and cost efficiencies</td>
<td>Stay competitive with this affordable printer and enjoy fast, superwide production at the quality you expect</td>
<td>Produce a range of wide applications on short turnaround times—at 70% higher throughput than the HP Latex 1500 Printer</td>
<td>Efficient high-volume production for standardized workflows and dedicated application production</td>
</tr>
<tr>
<td><strong>Media handling</strong></td>
<td>• Roll-to-free fall • Take-up reel • Double-sided blockout printing33 • Ink collector</td>
<td>• Roll-to-roll • Roll-to-free fall—optional accessory35 • Dual roll—optional accessory • Double-sided blockout printing33 • Ink collector—optional accessory • Double-sided day night kit—optional accessory</td>
<td>• Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided blockout printing35 • Ink collector—optional accessory • Double-sided day night kit—optional accessory</td>
<td>• Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided blockout printing35 • Ink collector—optional accessory • Double-sided day night kit—optional accessory</td>
</tr>
<tr>
<td><strong>HP Latex Inks</strong></td>
<td>HP 871 Latex Inks 3-liter cartridges</td>
<td>HP 881 Latex Inks 5-liter cartridges</td>
<td>HP 881 Latex Inks 5-liter cartridges</td>
<td>HP 3M 891 Latex Inks 10-liter cartridges</td>
</tr>
<tr>
<td><strong>Maximum media width</strong></td>
<td>162.5 cm (64 in)</td>
<td>320 cm (126 in)</td>
<td>Single roll: 3.2 m (126 in) wide Dual roll: 2 x 1.60 m (2 x 63 in) wide</td>
<td>Single roll: 3.2 m (126 in) wide Dual roll: 2 x 1.55 m (2 x 61 in) wide</td>
</tr>
<tr>
<td><strong>Maximum media loading</strong></td>
<td>55 kg (121 lb)</td>
<td>Single roll up to 160 kg (350 lb) Dual roll up to 2 x 70 kg (2 x 155 lb)</td>
<td>Single roll: 160 kg (350 lb) Dual roll: 2 x 70 kg (2 x 155 lb)</td>
<td>Single roll: 300 kg (660 lb) Dual roll: 2 x 200 kg (2 x 440 lb)</td>
</tr>
<tr>
<td><strong>Speed—indoor high quality</strong></td>
<td>23 m²/hr (248 ft²/hr)</td>
<td>45 m²/hr (480 ft²/hr)</td>
<td>77 m²/hr (830 ft²/hr)</td>
<td>77 m²/hr (830 ft²/hr)</td>
</tr>
<tr>
<td><strong>Suggested monthly volume</strong></td>
<td>800 m²/month</td>
<td>3,000 m²/month</td>
<td>5,000 m²/month</td>
<td>8,000 m²/month</td>
</tr>
<tr>
<td><strong>Maximum duty cycle</strong></td>
<td>3,500 m²/month</td>
<td>12,000 m²/month</td>
<td>25,000 m²/month</td>
<td>30,000 m²/month</td>
</tr>
</tbody>
</table>
“The message I want to convey in a photo and the effect I want to achieve are extremely important and determine the success of the message. On the HP DesignJet Photo printer, results match my expectations exactly. The large format photos it prints are 10 times better than photos printed using traditional technologies.”

– Casper Tybjerg, photo-journalist, TTF, Denmark

UNESCO World Heritage Site exhibition by TTF captures audiences with large-format photographs produced on the HP DesignJet photo printer

At a glance

Industry: Professional Photography and Graphic Design
Business name: Tybjerg Tekst and Foto (TTF)
Headquarters: Aarhus, Denmark
Website: ttf.dk

Challenge

• Create photographic prints for UNESCO World Heritage Site exhibition.
• Offer durable, quality prints that last for the duration of the multi-year exhibition.
• Offer scientists photographic documentation of Wadden Sea seal population.

Solution

• Print color photographs on the HP DesignJet Z3200 Photo Printer with its 12 Original HP Photo Inks.
• Achieve exhibition quality prints on HP Instant-Dry Satin Photo Paper.

Results

• Powerful impact of photos printed on HP DesignJet photo printers to tell positive stories.
• Photo prints deliver more faithful colors, depth, and greater detail to exceed quality of previous traditional photo printing processes.
• Photo durability rating offers confidence to help ensure unaltered photo quality over time.
• Affordable large-format photo prints increase commercial opportunities.
HP DesignJet Z-series photo printers—excellence, the new standard

Affordable and easy-to-use HP DesignJet Z-series printers offer reliable printing technology that delivers top-quality graphics for decorative applications, on demand. Use a broad spectrum of precise colors to create outstanding color images and impressive black-and-white photos—with smooth transitions between tones. Rely on Original HP Vivid Photo and HP Photo Inks to deliver durable, long-lasting prints.

HP DesignJet Z-series printers quickly process large files in many formats and operate efficiently to cut turnaround times—helping increase your productivity and meet your customer needs.

High-productivity for high-demand environments

• Turnaround orders in record time with print speeds up to 140 m²/hr (1500 ft²/hr)
• Print at top speeds and still see high-quality results with HP Double Swath Technology and the HP Optical Media Advance Sensor (OMAS)
• Gain time—you can handle all your prints immediately using fast-drying Original HP Vivid Photo and HP Photo Inks
• Optimize performance and ink usage—automatic servicing routines help prevent nozzle clogging, media waste

Outstanding image quality on a wide range of applications

• Produce fine art reproductions and professional photos in house
• Create unique black-and-white prints—three shades of black HP inks produce outstanding optical density and smooth transitions
• Offer exceptional colors—HP Vivid Photo Inks include chromatic red for a wide color gamut and uniform gloss
• Provide extraordinary display permanence—durable prints last up to 200 years

Advanced color management backed by HP reliability

• See reliable results with HP Professional PANTONE® color emulation and the Adobe PostScript®/PDF kit
• Generate custom ICC profiles and achieve color accuracy, consistency with the embedded spectrophotometer
• Boost color accuracy—complete coverage of SWOP, ISO, GRACOL, 3DAP, EUROSCALE, TOYO, and FOGRA gamut
• Streamline production with an HP Embedded Web Server and print previews, which help eliminate trial and error
# Choose your HP DesignJet photo printer

<table>
<thead>
<tr>
<th>HP DesignJet Z6800 Photo Production Printer</th>
<th>HP DesignJet Z6200 Photo Production Printer</th>
<th>HP DesignJet Z5200 Photo Printer</th>
<th>HP DesignJet Z3200 Photo Printer Series</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Fastest 60-in graphics production printer with unrivaled print quality&lt;sup&gt;42&lt;/sup&gt;</td>
<td>Fastest 42-in graphics production printer with unrivaled print quality&lt;sup&gt;43&lt;/sup&gt;</td>
<td>Professional 8-ink PostScript printer designed for outstanding graphic applications</td>
</tr>
<tr>
<td><strong>Media handling - input</strong></td>
<td>Roll feed</td>
<td>Sheet feed, roll feed</td>
<td>Sheet feed, roll feed</td>
</tr>
<tr>
<td><strong>Media handling - output</strong></td>
<td>Automatic cutter, media bin, optional take-up reel</td>
<td>Media bin, automatic cutter&lt;sup&gt;45&lt;/sup&gt;</td>
<td>Media bin&lt;sup&gt;49&lt;/sup&gt;, automatic cutter&lt;sup&gt;46&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Media types</strong></td>
<td>Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, canvas, fine art printing material</td>
<td>Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, canvas, fine art printing material</td>
<td>Photographic paper, proofing paper, fine art printing material, self-adhesive, banner and sign, bond and coated, backlit, canvas</td>
</tr>
<tr>
<td><strong>Maximum roll width</strong></td>
<td>1524 mm (60 in)</td>
<td>1067 mm (42 in)</td>
<td>1118 mm (44 in)</td>
</tr>
<tr>
<td><strong>Speed - maximum</strong></td>
<td>140 m²/hr (1500 ft²/hr)&lt;sup&gt;44&lt;/sup&gt;</td>
<td>113 m²/hr (1225 ft²/hr)&lt;sup&gt;45&lt;/sup&gt;</td>
<td>41 m²/hr (445 ft²/hr)&lt;sup&gt;47&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Print resolution</strong></td>
<td>Up to 2400 x 1200 optimized dpi</td>
<td>Up to 2400 x 1200 optimized dpi</td>
<td>Up to 2400 x 1200 optimized dpi</td>
</tr>
<tr>
<td><strong>Inks</strong></td>
<td>Original HP Vivid Photo Inks</td>
<td>Original HP Vivid Photo Inks</td>
<td>Original HP Photo Inks</td>
</tr>
<tr>
<td><strong>Ink cartridges</strong></td>
<td>8 (mk, R, M, Y, lm, lc, pk, lg)</td>
<td>8 (mk, R, M, Y, lm, lc, pk, lg)</td>
<td>8 (mk, lc, M, Y, lm, C, pk, lg)</td>
</tr>
<tr>
<td><strong>Embedded Adobe PostScript®/PDF</strong></td>
<td>Optional</td>
<td>Optional</td>
<td>✅</td>
</tr>
<tr>
<td><strong>HP Professional PANTONE® color emulation</strong></td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td><strong>HP Instant Printing Pro</strong></td>
<td>✅</td>
<td>-</td>
<td>✅</td>
</tr>
<tr>
<td><strong>Memory</strong></td>
<td>320 GB hard disk</td>
<td>160 GB hard disk</td>
<td>160 GB hard disk</td>
</tr>
<tr>
<td><strong>Embedded Spectrophotometer</strong></td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td><strong>HP Optical Media Advance Sensor (OMAS)</strong></td>
<td>✅</td>
<td>✅</td>
<td>-</td>
</tr>
</tbody>
</table>
Versatile, reliable HP Scitex industrial printing systems enable high productivity with less effort and waste, provide scalability and modularity to protect your investment as your business grows, and deliver the image quality you need on virtually any rigid and flexible media across a wide range of applications. Now you can experience industrial printing at its best with both high productivity and high quality.

**Speed up your turnaround times**

- Print fast, produce high volumes, and increase your capacity—load, print, and collect media simultaneously
- High productivity creates new opportunities to expand your business

**Attract more customers and print a wider variety of jobs**

- Original HP Scitex inks adhere to a wide range of rigid sheets
- Target new decorative applications with quality results on virtually any rigid or flexible media
- Say yes to just about any request—even when asked to print on thick, heavy, and long materials

**Achieve peace of mind with increased uptime**

- Reliably produce high-quality results with automated calibrations and color consistency
- Designed to maximize uptime and reliability in 24/7 production environments
- Scalable, modular, and upgradeable platforms enable flexibility and growth
- HP Print Care helps you anticipate technical issues before they cause downtime
- HP makes the research and development and training investment to help you succeed, with solutions backed by world-class service, support, and training organizations

---

**Choose your HP Scitex printer**

<table>
<thead>
<tr>
<th>HP Scitex FB550 Industrial Printer</th>
<th>HP Scitex FB750 Industrial Printer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Print on rigid and flexible media¹¹ with this high-value, low risk device</td>
</tr>
<tr>
<td><strong>Ink type</strong></td>
<td>HP UV-curable, pigment-based ink</td>
</tr>
<tr>
<td><strong>Ink cartridges</strong></td>
<td>Up to 6 (C, M, Y, K, lc, lm, white (optional))</td>
</tr>
<tr>
<td><strong>Ink cartridges sizes</strong></td>
<td>3 liter (C, M, Y, K, lc, lm) / 2 liter (white)</td>
</tr>
<tr>
<td><strong>Print resolution</strong></td>
<td>Up to 1200 x 600 dpi</td>
</tr>
<tr>
<td><strong>Maximum roll width (optional)</strong></td>
<td>Up to 1.63 m (64 in)</td>
</tr>
<tr>
<td><strong>Maximum print speed</strong></td>
<td>Up to 38.9 m²/hr (419 ft²/hr)</td>
</tr>
</tbody>
</table>
“The HP Scitex FB500 Industrial Printer allows us to be very creative. The only prerequisite is a flat surface; this gives us the freedom to try out new approaches like printing on glass.”

— Iman Tehrani-Javid, co-Owner of AV Print-Express

**At a glance**

**Industry:** Sign and Display  
**Business name:** AV Print-Express  
**Headquarters:** Bonn, Germany  
**Website:** av-printexpress.de

**Challenge**  
To use digital printing to open up new business channels and enable new application offerings.

**Solution**  
AV Print used the flatbed HP Scitex FB500 Industrial Printer to print on rigid substrates such as glass, acrylics, FOREX, wood, and ceramics. The company also uses HP Latex Technology to produce fast-drying prints with outstanding image quality.

**Results**  
Annual sales growth of 30 percent through digital printing business thanks to new business opportunities using HP Latex Technology. Greater flexibility in responding to customer orders because one-offs can be printed cost-efficiently. Easy realization of new digital print product ideas such as printing on glass and producing of prototypes.
We’re here to help as you grow
Our services portfolio includes:

**Support programs**
Support programs enable you to meet your uptime and productivity requirements, on-site and via advanced remote support tools:
- HP Care Pack Services expand and extend standard warranties
- HP Contractual Services are contract-based services, that can be customized to meet specific customer needs after warranty period

**Productivity services**
These services enhance your printing operations and are specially designed to make your business even more productive and profitable.

**Training services**
Training services include a wide range of multi-lingual, web-based, and face-to-face classes to help reduce operation costs and improve workflow, color management, and business application opportunities.

**On-site Kits**
Providing common and simple replacement of parts:
- Uptime Kits for increased uptime and predictable operations
- Maintenance Kit Replacement Service for optimal image quality and printer reliability

**HP Print Care**
The industry-leading set of tools and services that provides fast, efficient assistance for effective, timely routine preventive maintenance, helping to optimize uptime between jobs and maintain peak productivity.
Develop your HP Latex advantage: Latex Knowledge Center by HP

The HP Latex Knowledge Center by HP is an online community where users can ask anything, find everything, and share whatever they like.

- Use the forum to get quality feedback
- Search the blog to find anything that you may need
- Post your creations to inspire others, and to get inspired.

Join the only community where users can get trusted feedback, quality information, and stay tuned with the latest news, powered by the HP Latex experts from all around the world: Latex Knowledge Center, by HP.

See you at hp.com/communities/LKC
Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

Requires an HP WallArt account, Internet connection, and connected Internet-capable device. For more information, see hpwallart.com.

HP’s “Certified for” Media Supplier 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 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.

Compared to large-format inkjet printers under $25,000 USD for graphics applications. Based on the fastest-rated color speeds as published by manufacturers as of October 2013. Test methods vary.

Applicable to HP 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). 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.

Applicable to the HP Latex 300 Printer series.

When tested on a polyester-based media.

Based on internal testing completed in January, 2014 comparing the HP Latex 330 Printer with a single print-and-cut eco-solvent solution. Print files for wall decals do not include contour cut lines or cut marks.

Performance and features vary by printer.

Display permanence rating for interior displays away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see hplmedia.com/hp/print permanence.

Flexible media printing with an optional HP Scitex FB550 or FB750 Roll-to-Roll Upgrade Kit. Printing performance may vary depending on media.

Performance and features vary by printer. Metallized effects created with the Color-Logic plug-in. Requires a separate purchase of the HP Scitex FB550/FB750 White Ink Upgrade Kit.

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

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).

Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special 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.

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.

EPEAT registered where applicable/supported. See epeat.net for registration status by country.

Tablet app compatible with iPad and Android™ devices.

For HP PVC-free Wall Paper, chemical analysis demonstrated elemental chlorine to be at or below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the papermaking process, and not due to the presence of PVC.

Certifications based on select media and testing completed by a third-party test laboratory with test conditions that include a specific file/design and batch of media. Results may vary, depending on the profile, ink setting, and printer conditions. See the HP Wallcovering Swatchbook for certifications that apply to each specific media. End-product performance is the responsibility of the manufacturer or print service provider.

HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products, see umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building.

Émissions dans l’air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high emission).

To obtain LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper or HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Wall Paper or HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-CO17543, see fsc.org. Not all FSC®-certified products are available in all regions.

HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environment Association.

A Euro roll is equal to 5.3 m² (57 ft²).

Not designed to be washed in a washing machine.

Applicable to the HP Latex 3000 Printer series and other printing solutions for colors within the gamut space of the HP Latex 300 Printer series. Exact color matching is not guaranteed.

Designed for web developer implementation.
Link to visual content by downloading the LinkReader app onto your smartphone or tablet. For Android™ compatible with mobile phones and tablets running v4.1 or later. For iPhone, compatible with iPhone, iPad, and iPod touch running iOS 7.1 or later. For more information, visit linkcreationstudio.com/learn/app.

Indoors, away from direct sun with Original HP 831 or HP 881 Latex Inks on HP Premium Satin Canvas. HP image permanence estimates by HP Image Permanence Lab. For more information, see HPLFMedia.com/hp/printpermanence.


HP Latex Mobile is compatible with Android™ 4.1.2 or later and iOS 7 or later, and requires the printer and the smart phone or tablet to be connected to the Internet.

For best results use media options intended for double-sided printing.

The maximum that can be printed per month in Indoor Quality mode assuming 24 working hours per day and 24 working days per month.

To be available after the introduction of the HP Latex 1500 Printer.

On the HP DesignJet Z6800 Photo Production Printer. Mechanical printing time. Printed in Fast mode with HP Vivid Photo Ink.

HP chromatic red ink included in the HP Vivid Photo ink set for the HP DesignJet Z6800 Photo Production Printer and HP DesignJet Z6200 Photo Production Printer, and in the HP Photo Ink set for the HP DesignJet Z3200 Photo Printer series.

Features vary by printer. In some cases, HP Professional PANTONE® color emulation and Adobe PostScript®/PDF upgrade kit sold separately.

Embedded in this HP DesignJet Printer is a spectrophotometer with i1 color technology 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.

Applicable to the HP DesignJet Z5800 Photo Production Printer, HP DesignJet Z5600 Photo Production Printer, and the HP DesignJet Z3200 Photo Printer series.

Not included in the box in Asia Pacific for 24-in models.

Mechanical printing time with Original HP inks. Measured on a 44-in model.

Performance and features vary by printer. Optional extension tables may be required for long materials.

HP Print Care is not available on all printers. Please contact your sales representative for further information.