

10 things you should know

about HP Latex Printing Technology

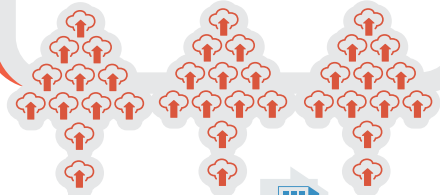


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1

It leaves solvent behind

"Compared to the solvent world that we're used to dealing in, it's really a breath of fresh air. The HP Latex Printing Technology allows us to do a lot of things that solvent didn't, and it's increased our productivity by leaps and bounds." — Duston Noble, Co-owner, Wrap Experts



It increases your offering

"We chose HP Latex Printing Technology because its versatility allows us to offer our outdoor and indoor signage at higher image quality than before, combined with the ability to print on a broader range of media and substrates, such as fabrics." — Marc Gispert, Partner and Managing Director, Rètols Gispert

2

An industry-Awarded Technology

- The HP Scitex LX800 Printer won Top Product in the 2011 Wide Format Imaging Awards, 'Output Device – Wide Format Printer (96 inches+)' category.
- The HP Designjet L25500 Printer has been named 'Best Eco-friendly Wide Format Inkjet printer' by the Business Equipment Research & Test Laboratories (BERTL).
- HP earned 'Best Innovation in Environmentally Friendly Inks' by BERTL for its HP Latex Inks.
- The HP Designjet L25500 earned the European Digital Press Association's award for 'BEST Wide Format Printer up to 1.6 meters in 2010'.



10

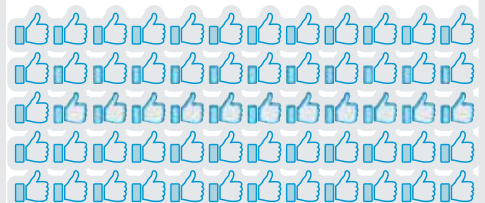
Designed with the environment in mind

It helps reduce the environmental impact of printing.



9

Up to 90%



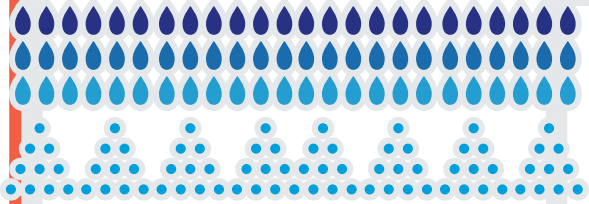
Would recommend

That's the percentage of HP Designjet L25500 Printer owners surveyed who said they would recommend HP Latex Printing Technology.

8

You are ready for anywhere

3



“HP Latex Printing Technology provides a key benefit for businesses looking to produce prints for public places, where odors are a cause for concern.” — Tanguy de la Bourdonnaye, Director of the Deauville Hospital



(OVER 100 FOOTBALL PITCHES)

It is proven technology

35 MILLION. That's how many square meters of output HP Latex Printing Technology has delivered so far. It's equal to over 19 million roll-up banners, or more than 16 million 6-sheet posters!

4

“It makes life easy“

“Absolutely no printing or lamination issues. The process was hassle-free and the print of better quality than with the eco-solvent inks.” — Jean-Phillipe Prevel, Founder and Manager, Prevel Signalisation

5



More than 500

The number of printing materials HP Latex Printing Technology can support – from papers to vinyls to fabrics.

7

6



It's 40% faster

“With our HP Latex Ink printer we have been able to turn jobs around about 40% faster than on our eco-solvent printer.” — Jordi Cordero, Owner, Idea Print



To get the whole story on HP Latex Printing Technology, visit us at hp.com/go/latex



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