



# The HP Latex Printing Solution for traffic signage

Transform your traffic signage production<sup>1</sup> while opening up new business opportunities.

## Reduce your traffic signage production<sup>1</sup> costs and cut your turnaround time

- Cut inventory holding costs with innovative digital print-on-demand capabilities that reduce the need for finished sign and material inventories
- Trade long-run and screen production complexity for the flexibility of digital technology, ideal for short runs or one-off jobs
- See how new production efficiencies enable a faster turnaround time compared to traditional traffic signage production



“I have no doubt that HP Latex Technology will be a very big part of our future.”

Matthew Bank, Senior Program Officer for WWF

## Sign on with the digital traffic signage production<sup>1</sup> solution from HP using 3M™ Reflective Sheeting

- Choose from a range of 3M™ Reflective Sheeting compatible with black HP Latex Ink for digital printing of traffic signs.<sup>2</sup> Choose from white, orange, yellow, and fluorescent yellow:
  - 3M™ Diamond Grade™ DG Reflective Sheeting Series 4000
  - 3M™ High Intensity Prismatic Reflective Sheeting Series 3930
  - 3M™ Fluorescent Prismatic Reflective Sheeting 3924S
- See how easy and affordable it is to produce bright, durable traffic signs on HP Latex 365 Printers using HP 831 Latex Inks,<sup>2</sup> ideal for low-volume production
- Print bright, durable<sup>2</sup> traffic signs<sup>1</sup> with full-opacity, black, blue, green, red, brown and purple inks
- Choose the sign-making components — 3M™ Reflective Sheeting, FlexiPRINT Authorized 3M™ Traffic Edition RIP Software, and HP Latex Ink printed on the HP Latex 365 printer, are tested to work together to produce consistent quality and performance

## Invest in new profit and growth potential, invest in HP Latex Printing Technology

- Keep your running costs low—increase production time and reduce time monitoring the printer with automatic, reliable, low-maintenance printing
- Invest with confidence in a leading technology. HP introduced innovative HP Latex Printing Technology in 2008, with thousands of printers now installed worldwide
- See how easy it is to come up to speed with a quick installation and training time, an easy user interface, and no special equipment needed—no special ventilation<sup>3</sup> or external dryer is required
- Water-based HP Latex Inks enable a healthier approach to signage printing with advantages from the work zone to the point-of-display of finished prints.<sup>4</sup>



HP Latex 365 Printer

HP Latex 365 Printer	
<b>Description</b>	Produce high quality commercial signage applications as well as traffic signage (using 3M™ reflective sheeting)
<b>Maximum media width</b>	162.5 cm (64 in)
<b>Maximum media loading</b>	Up to 42 kg (92.6 lb)
<b>Maximum Media Thickness</b>	Up to 0.5 mm (19.7 mil)
<b>Inks</b>	Black, Cyan, Magenta, Yellow, Light Cyan, Light Magenta
<b>Image Quality</b>	1200 dpi, 6 colors
<b>Recommended Print Speeds for Traffic Signage</b>	9m <sup>2</sup> /hr (96,8ft <sup>2</sup> /hr) <sup>5</sup>
<b>Ink Technology</b>	HP Latex Inks (water based)
	MCS™ Warranty for Traffic <sup>6</sup> MCS™ Warranty for Non-regulated Signs <sup>7</sup> Work Zone Performance Statement <sup>8</sup>



3M™ MCS™ Warranty

To learn more, visit [hp.com/go/latex](http://hp.com/go/latex)

Find a comprehensive list of all latex compatible media along with finished color profiles and printer settings at [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator)

<sup>1</sup> The digital HP Latex Printing Solution with 3M™ Reflective Sheeting for regulated traffic signage is limited to ASTM black, blue, green, red, brown and purple only.  
<sup>2</sup> For black, green, blue, red, brown and purple colors. For more details including durability performance according to defined printing guidelines, see: 3M Information Folder. Applicable 3M™ Reflective Sheeting products are: 3M™ Diamond Grade™ DG Reflective Sheeting Series 4000, 3M™ High Intensity Prismatic Reflective Sheeting Series 3930, and 3M™ Fluorescent Prismatic Reflective Sheeting 3924S  
<sup>3</sup> 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.  
<sup>4</sup> Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C. Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)).  
<sup>5</sup> Speed recommendation when running at required settings for traffic applications.  
<sup>6</sup> Qualifies for local countries' warranty for regulated traffic signs printed with black, green, blue, red, brown and purple colors only.  
<sup>7</sup> Qualifies for local countries' warranty for non-regulated signs.  
<sup>8</sup> Resulting sign performance is considered to be commensurate with typically expected work zone sign life.

