

The HP Latex Printing Solution for traffic signage



Transform your traffic signage production¹ while opening up new business opportunities.

Reduce your traffic signage production¹ 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
- Reduce labor costs and save on costly black overlay film with efficient, flexible one-step digital production — apply black ink directly on the sheeting
- 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 production¹ 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.² Choose from orange, white, 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,² ideal for low-volume production
- Print bright, durable² traffic signs¹ with full-opacity, black ink
- Choose the sign-making components — 3M™ Reflective Sheeting and black HP Latex Ink printed on the HP Latex 300 series printers, are tested to work together to produce consistent quality and performance

These components provide the durability typically expected of work zone sign life with no lamination required.²

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 ventilation³ 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.⁴



HP Latex 365 Printer

HP Latex 365 Printer

Description	Produce high quality commercial signage applications as well as traffic signage (construction work zone using 3M™ reflective sheeting)
Maximum media width	162.5 cm (64 in)
Maximum media loading	Up to 42 kg (92.6 lb)
Maximum Media Thickness	Up to 0.5 mm (19.7 mil)
Inks	Black, Cyan, Magenta, Yellow, Light Cyan, Light Magenta
Image Quality	1200 dpi, 6 colors
Recommended Print Speeds for Traffic Signage	9m ² /hr (96,8ft ² /hr) ⁵
Ink Technology	HP Latex Inks (water based)



3M™ MCS™ Warranty

MCS™ Warranty for Traffic Black Only⁶
 MCS™ Warranty for Non-regulated Signs⁷
 Work Zone Performance Statement⁸

To learn more, visit
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

¹ The digital HP Latex Printing Solution with 3M™ Reflective Sheeting for regulated traffic signage is limited to black only.
² For black inks only. 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
³ 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.
⁴ 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).
⁵ Speed recommendation when running at required settings for traffic applications.
⁶ Qualifies for local countries' warranty for regulated traffic signs printed with black ink only.
⁷ Qualifies for local countries' warranty for non-regulated signs.
⁸ Resulting sign performance is considered to be commensurate with typically expected work zone sign life.

