



HP Latex 310 Printer (1.37 m / 54 in)

Your entry option to outdoor—and a perfect fit for small spaces

More applications. Same-day delivery. Keep costs low. HP Latex printing can generate higher profit than eco-solvent—gain all the advantages of HP Latex printing, including wider application versatility with a single printer and prints that come out completely dry, allowing same-day delivery. Buy in at an affordable price, and see how you can keep your running costs low.

Features unique to the HP Latex 310 Printer

Accessories

Compact footprint—1.37-m / 54-in wide



Two plugs

No special installation, no dedicated power line needed



SAi FlexiPrint HP Edition



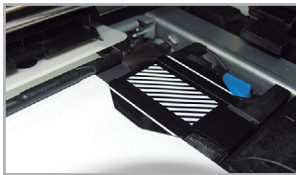
HP Latex 54-in Take Up Reel

Unattended printing



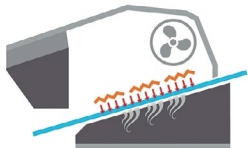
Edge holders

Protecting your investment



High-efficiency curing

Outstanding media performance



HP 831 775-ml Latex Inks

Scratch resistance comparable to hard-solvent inks on SAV and PVC banner¹



HP Latex Optimizer

High image quality at high speed



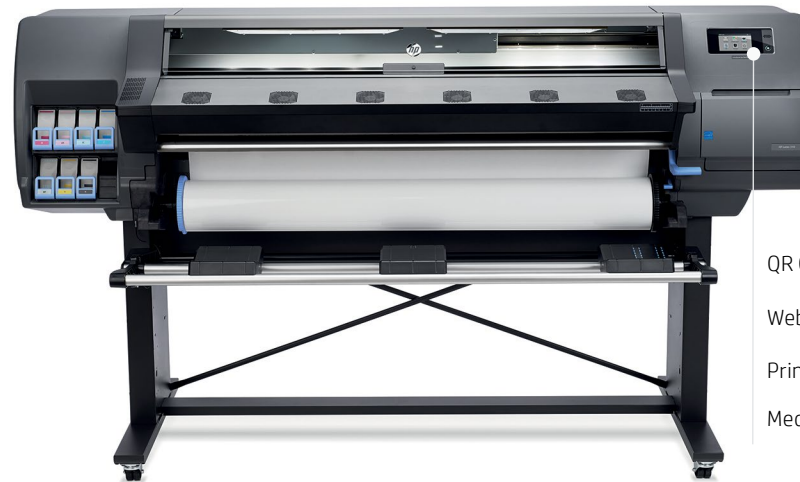
HP 831 Latex Printheads

1200 dpi, user-replaceable printheads



HP 831 Latex Maintenance Cartridge

Fully automated servicing, with a single waste ink supply



QR Codes for help



Web connected



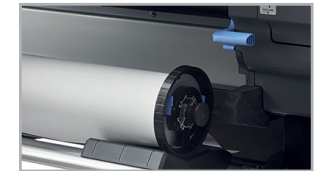
Print job preview



Media profile management

Front media loading table

Ease of use, single operator task



Print zone

Accessible print zone with large window and lights



HP Latex 310 Printer

Target customers

Small sign shops & copy shops

- Limited space
- Single operator shop
- Average usage up to 300 m² (3229 ft²)/month

What's in the box

- Two power cords
- Edge holders
- One set of HP 831 Latex Printheads
- HP 831 Latex Maintenance Cartridge
- User maintenance kit
- 2-in spindle with 3-inch core adaptor
- SAI FlexiPrint HP Edition RIP

Application versatility

- Delivers consistent colors to <= 2 dE2000²
- Expanded media versatility:
 - Excellent performance on vinyl, banner, and backlit films
 - Compatibility with a wider range of substrates, especially heat-sensitive polyesters

Same-day delivery

- Print and deliver in record time with fast warm-up
- HP 831 Latex Inks—high-quality, durable images
- HP Latex Optimizer—high image quality at high productivity
- Outdoor display permanence up to 3 years unlaminated, up to 5 years laminated¹
- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner¹

Keep costs low

- Easy front media loading for single operator use
- Fully automated servicing with single waste ink supply with the HP 831 Latex Maintenance Cartridge
- HP Quick Substrate Profiling:
 - Full set of onboard generic and specific HP substrate profiles
 - Online substrate profile library access to over 250 custom profiles
 - Fine-tune everyday substrate profiles—easily edit, clone, and remove profiles
- Intuitive SAI FlexiPrint HP Edition RIP included inbox

Print modes

Print mode	Print mode name	Viewing distance	Throughput (m ² /hr) (ft ² /hr)
20p 6c	Backlits, Textiles, and Canvas	< 1 m	5 54
16p 6c	Backlits, Textiles, and Canvas	< 1 m	6 65
10p 6c	Indoor High Quality	< 1 m	10 108
8p 6c	Indoor Quality	1-3 m	12 129
6p 6c	Outdoor Plus	> 3 m	16 174
2p 4c	Maximum Speed	> 5 m	48 517

Healthier printing³

Supplies recycling



HP Planet Partners Program⁴
HP Large Format Media take-back program⁵



Eco Mark Certification
Number 14142007
HP 831 Latex Ink Cartridges⁶



PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EG UL 2801



PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS: UL.COM/GG UL 2818



Printing materials



FSC®-certified HP printing materials⁷



PEFC™-certified HP printing materials⁷



HP PVC-free Wall Paper⁸



REACH compliant⁹

Prints



*Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).
HP PVC-free Wall Paper¹⁰



Earn LEED credits¹¹
HP PVC-free Wall Paper
Meets AgBB criteria¹³
HP PVC-free Wall Paper

HP Latex 300 Printer series—help me choose with upgrade path

	HP Latex 310 Printer 1.37-m / 54-in wide 12 m ² /hr — 129 ft ² /hr 25 kg (55 lb) / 180 mm (7.1 in) 2 sockets (3A + 13A, 200-240v)	HP Latex 330 Printer 1.63-m / 64-in wide 13 m ² /hr — 140 ft ² /hr 42 kg (92.6 lb) / 250 mm (9.8 in) 2 sockets (3A + 16A, 200-240v)	HP Latex 360 Printer 1.63-m / 64-in wide 17 m ² /hr — 183 ft ² /hr 42 kg (92.6 lb) / 250 mm (9.8 in) 2 sockets (16A + 16A, 200-240v)
Size			
Indoor Quality (8 pass)			
Roll size			
Plugs			
RIP in the box	✓	✓	No
Take up reel	Optional accessory	✓	✓
8-in front panel	No	No	✓
i1 spectrophotometer	No	No	✓
Double-sided prints (HP OMAS)	No	No	✓
Porous textiles	No	No	✓
X cutter	No	No	✓
Upgrade path for small sign and copy shops	For customers: <ul style="list-style-type: none"> • Looking to expand into outdoor signage • Wanting to say “yes” to every job • Looking for a compact printer The HP Latex 310 Printer offers: <ul style="list-style-type: none"> • An affordable price • Easy RIP in the box • Optional HP Latex 54-in Take Up Reel 	Upgrade path—from the HP Latex 310 Printer For customers: <ul style="list-style-type: none"> • With no space limitations—print up to 64 in • Looking to print full 64-in banner size • Needing unattended printing using the HP Latex 64-in Take Up Reel The HP Latex 330 Printer offers: <ul style="list-style-type: none"> • Larger rolls up to 42 kg (92.6 lb) / 250-mm (9.8-in) diameter • Easy RIP in the box 	Upgrade path—from the HP Latex 330 Printer For customers: <ul style="list-style-type: none"> • Looking for faster print speeds • Wanting to print double sided • Printing on porous textiles (using the ink collector)¹⁴ The HP Latex 360 Printer offers: <ul style="list-style-type: none"> • Automatic ICC profiling with the i1 embedded spectrophotometer¹⁵ • Fleet color consistency between multiple HP Latex 360 Printers

¹ Estimates by HP Image Permanence Lab on a range of media. Scratch-resistance comparison based on testing HP Latex Inks and representative hard-solvent inks. Outdoor display permanence tested according to SAE J2527 using HP Latex Inks on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using HP Clear Gloss Cast Overlaminate. Results may vary based on specific media performance.

² The color variation inside a printed job has been measured to be within this limit: maximum color difference (95% of colors) <= 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

³ 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.

⁴ Applicable to HP 831 Latex Ink Cartridges and HP 831 Latex Printheads. Visit hp.com/recycle to see how to participate and for HP Planet Partners program features and availability; program may not be available in your area. Where this program is not available, consult the Material Safety Data Sheet (MSDS) available at hp.com/go/ecodata to determine appropriate disposal.

⁵ HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See globalBMG.com/hp/ecosolutions for details.

⁶ HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environment Association.

⁷ HP trademark license code FSC®-C017543, see fsc.org. HP trademark license code PEFC™/29-31-198, see pefc.org. Not all FSC®- or PEFC™-certified products are available in all regions. For information about HP Large format printing materials, please visit globalBMG.com/hp.

⁸ According to European Standard EN15102.

⁹ HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl are REACH compliant. These products do not contain substances listed as SVHC (155) per Annex XIV of the EU REACH directive published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Declaration published at HP.Printing.Products.and.Consumer.Supplies. Logo source: Copyright European Chemicals Agency.

¹⁰ 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).

¹¹ HP PVC-free Wall Paper printed with HP Latex Inks is UL GREENGUARD GOLD Certified. 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.

¹² To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free 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 printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

¹³ HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products. See umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zur-gesundheitlichen-bewertung-von.

¹⁴ Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator. For best results, use textiles that do not stretch. The ink collector is required for porous textiles.

¹⁵ ICC profiling with the spectrophotometer does not support textiles and banners.

