

HP Latex applications

Do the same you do today — and more.

With HP Latex Technology, you can produce the same traditional signage jobs you do today, and you can also bring new revenue to your business.

Water-based HP Latex Technology delivers a versatile range of applications — with high image quality and high productivity — using a sustainable approach that's better for your operators, your business, and the environment.¹

Outdoor and event banners



- High-quality results with scratch resistance comparable to hard-solvent inks on SAV and PVC banner²

Point-of-purchase posters



- Great results on all types of paper, including low-cost uncoated papers and traditional offset papers

Light boxes



- Produce high-resolution prints up to 1200 dpi
- Vibrant, saturated colors

Traffic signs



- See how new production efficiencies enable a faster turnaround time compared to traditional traffic signage production
- Print bright, durable traffic signs³ with full-opacity, black ink

Temporary textiles



- Print on a wide variety of textiles, including uncoated and natural textiles
- An easy-to-use solution compared to dye-sublimation techniques

Vehicle wraps and graphics



- Laminate right after printing — no need to wait for degassing prints
- Flexible ink layer conforms to complex surfaces

Décor: Canvases



- From file generation with the HP WallArt Suite to stretching canvases onto wooden frames, HP Latex offers end-to-end solutions⁴
- Provide your customers with quality, durability, crack-free corners that are odorless and meet high environmental and health standards — ideal for hotels, restaurants, schools

Décor: Wallcoverings



- Indoor high quality printing mode allows for odorless prints on coated, uncoated, woven, non-woven, magnetic, and many more substrates
- HP PVC-free Durable Smooth Wall Paper is a Type II certified woven paper with best-in-class durability

Find out more by calling 877.303.1887 or visit hp.com/go/largeformat

¹Based 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. Print shops/print service providers must seek certifications and eco-labels directly with certifying bodies. HP does not imply or grant certification or ecolabels to print shops/PSPs nor does it support individual customer processing of such certifications.

²Scratch resistance is comparable to hard-solvent inks on self-adhesive vinyl and PVC banner. Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media.

³The digital HP Latex Printing Solution with 3M™ Reflective Sheeting for traffic signage is limited to construction work zone traffic signage.

⁴Requires an HP WallArt account, Internet connection, and connected Internet-capable device. For more information, see hpwallart.com.

⁵Flexible media printing with an optional HP Scitex FB550 or FB750 Roll Printing Kit. Printing performance may vary depending on media.

⁶Flexible media printing with an optional HP Scitex FB550 Roll Printing Kit. Printing performance may vary depending on media.

⁷Flexible media printing with an optional HP Scitex FB750 Roll Printing Kit. Printing performance may vary depending on media.

© Copyright 2016 HP Development Company, L.P. The information contained herein is subject to change without notice. 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.

Adobe, PostScript, and Adobe PostScript 3 are trademarks of Adobe Systems Incorporated in the United States and/or other countries.

4AA6-7141ENU, September 2016



HP Latex Printers HP Scitex Flatbed Printers



HP Latex 110 and 300 Series Printers

More applications. Same-day delivery. Keep costs low.

HP Latex printing reinvents how versatility and cost-efficiency combine to deliver higher profits than eco-solvent. Enjoy all the advantages of proven third-generation HP Latex technology such as more application versatility from a single printer and high-quality, high-speed prints that come out completely dry, allowing same-day delivery. Buy-in easily at an affordable price and keep your running costs low even as you grow.



HP Latex 110 Printer



HP Latex 315 Printer



HP Latex 335 Printer



HP Latex 365 Printer

Description	Easy, affordable access to indoor and outdoor large-format printing up to 1.37 m (54 in)	Enter into the commercial HP Latex Sign & Display market with this compact 1.37 m (54 in) printer	Gain affordable access to outdoor and indoor signage up to 1.63 m (64 in)	Maximize your versatility with this full-feature, 1.63 m (64 in) printer
Differentiator	Entry Level - User installable with on-line training, 400 ml inks and take-up reel (TUR) option	775 ml cartridges, more cost-efficient printing, automatic X-cutter, OMAS and dealer installation included	Wider - 64" width (L315 is 54"), take-up reel (TUR)	More productivity (L365 is ~30% faster than L335), ink collector for porous textiles, double-side printing and 8" touch screen
Media handling	Roll feed; take-up reel (optional)	Roll feed; take-up reel (optional); automatic cutter (for vinyl, paper-based media, backlit polyester film)	Roll feed; take-up reel; automatic cutter (for vinyl, paper-based media, backlit polyester film)	Roll feed; take-up reel; automatic cutter (for vinyl, paper-based media, backlit polyester film)
RIP software	SAI FlexiPrint HP Edition included	SAI FlexiPrint HP Edition included	SAI FlexiPrint HP Edition included	RIP not included
HP Latex Inks	HP 821 Latex Inks - 400 ml	HP 831 Latex Inks - 775 ml	HP 831 Latex Inks - 775 ml	HP 831 Latex Inks - 775 ml
Maximum media width	1.37 m (54 in)	1.37 m (54 in)	1.63 m (64 in)	1.63 m (64 in)
Maximum media loading	25 kg (55 lb) Diameter 7.1 in	25 kg (55 lb) Diameter 7.1 in	42 kg (92.6 lb) Diameter 9.8 in	42 kg (92.6 lb) Diameter 9.8 in
Speed - by print mode	16 m ² /hr (174 ft ² /hr) - Outdoor Plus (6 pass) 12 m ² /hr (129 ft ² /hr) - Indoor Quality (8 pass) 10 m ² /hr (108 ft ² /hr) - Indoor High Quality (10 pass) 6 m ² /hr (65 ft ² /hr) - Backlits, Textiles, and Canvas (16 pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20 pass)	16 m ² /hr (174 ft ² /hr) - Outdoor Plus (6 pass) 12 m ² /hr (129 ft ² /hr) - Indoor Quality (8 pass) 10 m ² /hr (108 ft ² /hr) - Indoor High Quality (10 pass) 6 m ² /hr (65 ft ² /hr) - Backlits, Textiles, and Canvas (16 pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20 pass)	23 m ² /hr (248 ft ² /hr) - Outdoor High Speed (4 pass) 17 m ² /hr (183 ft ² /hr) - Outdoor Plus (6 pass) 13 m ² /hr (140 ft ² /hr) - Indoor Quality (8 pass) 10 m ² /hr (108 ft ² /hr) - Indoor High Quality (10 pass) 6 m ² /hr (65 ft ² /hr) - Backlits, Textiles, and Canvas (16 pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20 pass)	31 m ² /hr (334 ft ² /hr) - Outdoor High Speed (4-pass 4-color) 28 m ² /hr (301 ft ² /hr) - Outdoor Plus (4-pass) 23 m ² /hr (248 ft ² /hr) - Indoor Quality (6-pass) 14 m ² /hr (151 ft ² /hr) - Indoor High Quality (10-pass) 6 m ² /hr (69 ft ² /hr) - Backlits, Textiles, and Canvas (16-pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20-pass)
Average monthly volume	250 sqm (2,500 sqft/month)	250 sqm (2,500 sqft/month)	250 sqm (2,500 sqft/month)	350 m ² /hr (3,500 ft ² /hr)
Maximum duty cycle	1,400 sqm (14,000 sqft/month)	1,400 sqm (14,000 sqft/month)	1,500 sqm (15,000 sqft/month)	2,000 m ² /hr (20,000 ft ² /hr)

HP Latex 500 Series Printers

Productivity is in the details.

For your business, true productivity means the capacity to absorb production peaks efficiently, quick response with high quality for urgent jobs, lower running costs, and integration into your current workflow for balanced production. A range of features perfectly integrated makes the HP Latex 500 Series Printers truly productive.



HP Latex 560 Printer



HP Latex 570 Printer

Description	Handle peaks in-house. Produce high image quality at production speed, and get day-one image quality for the life of the printer. With quick loading, automatic maintenance, and low running costs, this smart investment makes it easy to respond fast.	Expand your capacity with a printer optimized for fleet management. Drive high productivity with fast print speeds, along with workflow and cost efficiencies.
Differentiator	Even more productivity! ~30% faster than the Latex 365 Printer, spindle-less media loading and pivot table take-up reel design - heavier rolls, auto pinch rollers, wiper roller for plasticizer issues and vivid print modes for deep reds/blacks	All features of Latex 560 Printer + better able to run unattended longer + greater economics with 3L Bulk inks
Media handling	Roll feed; take-up reel; wiper roller; roll lifter; automatic cutter (for vinyl, paper-based media, backlit polyester film)	Roll feed; take-up reel; wiper roller; roll lifter; automatic cutter (for vinyl, paper-based media, backlit polyester film)
RIP software	RIP not included	RIP not included
HP Latex Inks	HP 831 Latex Inks - 775 ml	HP 871 Latex Inks - 3L
Maximum media width	1.63 m (64 in)	1.63 m (64 in)
Maximum media loading	55 kg (121 lb) Diameter 9.8 in	55 kg (121 lb) Diameter 9.8 in
Speed - by print mode	31 m ² /hr (334 ft ² /hr) - Outdoor High Speed (4-pass 4-color) 28 m ² /hr (301 ft ² /hr) - Outdoor Plus (4-pass) 23 m ² /hr (248 ft ² /hr) - Indoor Quality (6-pass) 14 m ² /hr (151 ft ² /hr) - Indoor High Quality (10-pass) 6 m ² /hr (69 ft ² /hr) - Backlits, Textiles, and Canvas (16-pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20-pass)	31 m ² /hr (334 ft ² /hr) - Outdoor High Speed (4-pass 4-color) 28 m ² /hr (301 ft ² /hr) - Outdoor Plus (4-pass) 23 m ² /hr (248 ft ² /hr) - Indoor Quality (6-pass) 14 m ² /hr (151 ft ² /hr) - Indoor High Quality (10-pass) 6 m ² /hr (69 ft ² /hr) - Backlits, Textiles, and Canvas (16-pass) 5 m ² /hr (54 ft ² /hr) - High Saturation Textiles (20-pass)
Average monthly volume	500 m ² /hr (5,000 ft ² /hr)	800 m ² /hr (8,000 ft ² /hr)
Maximum duty cycle	3,200 m ² /hr (32,000 ft ² /hr)	3,500 m ² /hr (35,000 ft ² /hr)

HP Scitex FB550 and FB750 Industrial Printers

Grow your business with rigid applications.

Offer your customers more and experience true value with an affordable printer that prints on almost any rigid and flexible media.⁵ Get into specialties, attract new customers and do more with white ink, double-sided prints or textured effects.



HP Scitex FB550 Industrial Printer



HP Scitex FB750 Industrial Printer

Description	Empower your business with this easy, robust, high-value HP Scitex printer. Expand your portfolio and reach new customers. Produce quality results on virtually any rigid and flexible media ⁵ with a device that fits your budget and workspace.	Increase productivity and grow your business with this easy, versatile, and reliable 98-inch flatbed printer. Print high-quality results on rigid and flexible media. ⁷ You can save time and money with this robust, compact device.
Productivity features	Full-bleed printing, double side printing, N-up printing multi-image, nested printing, print on flexible through optional Roll Printing Kit, media detection, stored media settings, and automatic calibrations: printhead alignment, nozzle-out detection and replacement	Full-bleed printing, double side printing, N-up printing multi-image, nested printing, print on flexible through optional Roll Printing Kit, media detection, stored media settings, and automatic calibrations: printhead alignment, nozzle-out detection and replacement
Applications	POP/POS, displays, exterior signage, exhibition and event graphics, Interior decoration, directional rigid signage, outdoor furniture, short-run packaging, 3D displays	POP/POS, displays, exterior signage, exhibition and event graphics, Interior decoration, directional rigid signage, outdoor furniture, short-run packaging, 3D displays
Media handling	Flatbed, sheet-feed, and roll feed with optional HP Scitex FB550 Roll Printing Kit. Vacuum belt media drive for easy loading and accurate media advance	Flatbed, sheet-feed, and roll feed with optional HP Scitex FB750 Roll Printing Kit. Vacuum belt media drive for easy loading and accurate media advance
Ink types	UV-curable pigment-based inks	UV-curable pigment-based inks
Maximum media width	Standard input and output tables support rigid materials up to 64 x 48 in. The optional HP Scitex FB550 Extension Tables support rigid materials up to 64 x 120 in. Optional HP Scitex FB550 Roll Printing Kit supports flexible media up to 64 in wide, with a roll diameter of up to 9 in.	Standard input and output tables support rigid materials up to 98.4 x 48 in. Two sets of optional HP Scitex FB750 Extension Tables support rigid materials up to 98.4 x 120 in. Optional HP Scitex FB750 Roll Printing Kit supports flexible media up to 98.4 in wide, with a roll diameter of up to 9 in.
Maximum media weight	Rigid media: Maximum sheet weight 150 lb Roll fed media: Maximum weight 180 lb	Rigid media: Maximum sheet weight 150 lb Roll fed media: Maximum weight 180 lb
Printing modes and speeds	Express: 38.9 m ² /hr (419 ft ² /hr); Outdoor Signage: 31.5 m ² /hr (339 ft ² /hr); Outdoor Signage Plus: 22.4 m ² /hr (241 ft ² /hr); Indoor Signage: 18.5 m ² /hr (199 ft ² /hr); Indoor Signage Plus: 12.6 m ² /hr (135 ft ² /hr); Photo: 9.2 m ² /hr (99 ft ² /hr); Photo Plus: 4.6 m ² /hr (50 ft ² /hr); Outdoor Signage Plus, white ink printing: 9.3 m ² /hr (100 ft ² /hr); Indoor Signage, white ink printing: 8.6 m ² /hr (93 ft ² /hr); Indoor Signage Plus, white ink printing: 5.6 m ² /hr (60 ft ² /hr); Photo, white ink printing: 4.2 m ² /hr (46 ft ² /hr); Photo Plus, white ink printing: 2.8 m ² /hr (30 ft ² /hr)	Billboard: 85 m ² /hr (915 ft ² /hr); Express: 43.6 m ² /hr (469 ft ² /hr); Outdoor Signage: 35.3 m ² /hr (380 ft ² /hr); Outdoor Signage Plus: 25 m ² /hr (269 ft ² /hr); Indoor Signage: 21.1 m ² /hr (227 ft ² /hr); Indoor Signage Plus: 14.3 m ² /hr (154 ft ² /hr); Photo: 10.3 m ² /hr (110 ft ² /hr); Photo Plus: 5.2 m ² /hr (56 ft ² /hr); Outdoor Signage Plus, white ink printing: 10.4 m ² /hr (112 ft ² /hr); Indoor Signage, white ink printing: 9.9 m ² /hr (106 ft ² /hr); Indoor Signage Plus, white ink printing: 6.4 m ² /hr (69 ft ² /hr); Photo, white ink printing: 4.7 m ² /hr (51 ft ² /hr); Photo Plus, white ink printing: 3.1 m ² /hr (34 ft ² /hr)