

# Durable Textiles for HP Latex Technology

Wave 3 - Communication

February 19, 2018



# Grow your business with new durable textiles for HP Latex

## Why?

Industry shift towards soft-signage and decoration textile printing, enabling higher margin applications

## Who?

Versatile (non-specialized) PSPs willing to expand their business into soft signage and/or decoration

## What?

New durable textiles portfolio for HP Latex enabling a wide range of:

- Soft-signage applications (backdrops, SEG frames, backlight/lightboxes...)
- Home and commercial decoration (cushions, bags, curtains, window blinds...)

Leveraging same HP Latex printers currently used traditional signage (vinyl, banner, paper...) & decoration (canvas, wallcovering...)



Expand into soft-signage and home-decor textiles with HP Latex

Fall 2017

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- HP Latex covers all traditional signage applications **AND** textile for soft-signage & home decor
- 1<sup>st</sup> “durable” textile portfolio for Latex



*Convenient step into soft-signage:*

- Easy color consistency and color management
- No post-processing, immediate delivery
- High image quality: vibrant backlits

*Best technology for home-decor:*

- Wide range of textiles (polyester, naturals/cotton, coated/uncoated)
- Odorless prints, high environmental credentials
- Get cotton washability adding heat-fixation

## Key Features

*Durable textile portfolio introduced in Fall'17, including:*

- **Soft-signage:** frontlit & backlit durable textiles (dry-rub resistance for handling/sewing/transport)
- **Decoration:** polyester & natural fibers (washable as per home-decor standards)



# Easily expand your printing applications to soft-signage & home decoration

One technology, endless applications

## Soft-Signage

Grow your business by offering durable soft-signage applications

- Expand your application portfolio to soft-signage durable applications with HP Latex Printers – print on [frontlit](#), [backlit](#), [block-out](#) and [stretch](#) media from 1.6m to 3.2m width
- HP Latex technology allows you to print on polyester, natural fibers, coated and uncoated textile, without need of post-processing - prints come out ready, [no calendaring required](#)
- Predictable color consistency – ensure great [image quality](#)
- Same-day shipping without damaging the product - great [handleability](#) and [scratch-resistance](#)

## Decor

Expand the range of your decoration applications with new Durable decor Textiles for HP Latex Technology

- The only printer that allows to [print odorless](#) on polyester and natural fibers for home and commercial decoration – make cushions, bags, curtains, window blinds
- Offer durable applications to your customers - New durable decor textiles for HP Latex Technology are now [washable](#)\*
- From web to print, professionally - create your end-to-end solution for washable [cushions with HP Application Center](#)
- Prints are odorless and respectful of environment - [UL Ecologo](#), [Greenguard](#) and [OEKO Tex](#) certified

# Durable Textiles – 19.02.2018 status

Portfolio – Wave 1&2: 25 products/30 listings; Wave 3: 3 frontlits & 2 blockouts

	Vendor - 10	Indoor Frontlit -22	Backlit -2	Block-out - 3	Outdoor	Stretch - 2	Décor - 7
Wave 1	Signet Mills	EnduraFab Frontlit EnduraFab Frontlit FR EnduraFab Frontlit Premier EnduraFab Frontlit Premier FR EnduraFab Stretch EnduraFab Stretch FR					
Wave 1 & 2	Aurich	DigiCompetition 2264EFRL DigiPanorama 3172FRL Supernova 3179FRL DigiFascination 6178FRL				DigiStretch 2157	
Wave 1 & 2	Berger	PES Tafetta 55 FR XXL Spinnaker FR 4280-77 Universal Display 250FR WS		Directo Blockout			
Wave 2	PONGS	DirectTex Spinnaker Economy PrintTex Softimage 240 Silencio 5 Silencio 10	PrintTex Artist Mambo				Silencio 5 Silencio 10
Wave 2	PremEx			3196 Leenane Blockout			3196 Leenane Blockout 3196 Leenane 3014 Warp Satin 3296 Newport Phoenix
Wave 2	Neschen	Solvotex PES Banner 240					
Wave 2	Ultraflex	Ultrapoplin D240	VorTex™ Mambo S170			Vortex Stretch D229	
Wave 2 & 3	Verseidag	B4073 Seemee pure! Insight Supreme		B4011 Seemee Corpus Blockout			
Wave 3	Aberdeen	6653 Premium Heavy Knit					
Wave 3	Aurora	Expressions Semi Gloss Decor					

Blue – Wave 1 Green – Wave 2 Purple – Wave 3 Orange – Developments & testing WIP





keep reinventing