

# The HP Latex printing solution portfolio for traffic signage



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

- Sign on with digital printing solutions that provide flexibility and print-on-demand capabilities, ideal for short runs or one-off jobs.<sup>2</sup>
- Produce your signs in few easy steps – design, apply ink directly on the sheeting, laminate, cut and install.<sup>2</sup>
- Benefit from HP Latex versatility – produce bright, durable traffic signs as well as a wide range of signage applications.
- Produce traffic signs with warranties up to 12 years with the 3M™ MCS Warranty.<sup>2</sup>



“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<sup>3</sup> compatible with HP Latex Inks for digital printing of traffic signs.<sup>4</sup> Choose from white, yellow, fluorescent orange, fluorescent yellow, and fluorescent yellow green:
  - 3M™ Diamond Grade™ DG<sup>4</sup> Reflective Sheeting Series 4000
  - 3M™ High-Intensity Prismatic Reflective Sheeting Series 3930
  - 3M™ Diamond Grade™ VIP Reflective Sheeting Series 3990
  - 3M™ Engineer Grade Prismatic Reflective Sheeting Series 3430
  - 3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange
- See how easy and affordable it is to produce bright, durable traffic signs on HP Latex 360/365 Printers using HP 831 Latex Inks. Help boost your traffic signage productivity with the HP Latex 1500 Printer using HP 881 Latex Inks.
- Print bright, durable<sup>4</sup> traffic signs<sup>1</sup> with full-opacity; print green, blue, brown, red, purple, black, and yellow colors.
- Choose the sign-making components — 3M™ Reflective Sheeting and HP Latex Inks printed on HP Latex 360/365/1500 Printers, are tested to work together to produce consistent quality and performance<sup>5</sup>.

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

- Help 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>6</sup> or external dryer is required.
- Water-based HP Latex Inks enable a better approach to end-to-end sustainability, with advantages from the work zone to the point-of-display of finished prints.<sup>7</sup>



**HP Latex 360/365 Printers**



**HP Latex 1500 Printer**

<b>Description</b>	Produce high-quality commercial signage applications as well as traffic signage (construction work zone using 3M™ reflective sheeting)	
<b>Maximum media width</b>	64 in (162.5 cm)	Single roll up to 126 in (3.2 m) Optional dual roll up to 2 x 63 in (2 x 1.60 m)
<b>Maximum media loading</b>	Up to 92.6 lb (42 kg)	Single roll up to 350 lb (160 kg) Optional dual roll up to 2 x 155 lb (2 x 70 kg)
<b>Maximum media thickness</b>	Up to 19.7 mil (0.5 mm)	Up to 0.015 in (0.4 mm), by default Up to 0.08 in (2.0 mm), with custom carriage height setting
<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>	Single roll: 96.8 ft <sup>2</sup> /hr (9 m <sup>2</sup> /hr) <sup>8</sup>	Single roll: 129 ft <sup>2</sup> /hr (12 m <sup>2</sup> /hr) <sup>8</sup> Dual roll: 258 ft <sup>2</sup> /hr (24 m <sup>2</sup> /hr) <sup>8</sup>
<b>Recommended print speeds for signage</b>	Single roll: 183 ft <sup>2</sup> /hr (17 m <sup>2</sup> /hr)	Single roll: 480 ft <sup>2</sup> /hr (45 m <sup>2</sup> /hr)
<b>Ink technology</b>	HP Latex Inks (water based): HP 831	HP Latex Inks (water based): HP 881
<b>RIP software<sup>9</sup></b>	FlexiPRINT & CUT 3M Authorized Traffic Edition FlexiPRINT 3M Authorized Traffic Edition	FlexiPRINT & CUT 3M Authorized Traffic Edition



3M™ MCS™ Warranty

3M™ MCS™ Warranty for Traffic signs printed with regulated traffic colors<sup>10</sup>

To learn more, visit [HERE](#)

Find a comprehensive list of all HP 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 applies to green, blue, brown, red, purple, black, and yellow colors.

<sup>2</sup> For more information visit [www.3m.com/trafficsignprinting](http://www.3m.com/trafficsignprinting)

<sup>3</sup> The HP Latex 1500 Printer is only certified with 3M™ Diamond Grade™ DG<sup>3</sup> Reflective Sheeting Series 4000, 3M™ High-Intensity Prismatic Reflective Sheeting Series 3930, 3M™ Diamond Grade™ VIP Reflective Sheeting Series 3990, and 3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange.

<sup>4</sup> For more details including durability performance according to defined printing guidelines, see: 3M™ Diamond Grade™ DG Reflective Sheeting Series 4000 series, 3M™ High-Intensity Prismatic Reflective Sheeting Series 3930, 3M™ Diamond Grade™ VIP Reflective Sheeting Series 3990, 3M™ Engineer Grade Prismatic Reflective Sheeting Series 3430, and 3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange.

<sup>5</sup> Based on HP and 3M testing October 2020, which included mechanical and end-to-end testing as well as color and quality measurements.

<sup>6</sup> Applicable to HP Latex printers. No special ventilation equipment means air filtration systems are not required to meet U.S. OSHA requirements. Condensate collection systems are provided on some models. Special ventilation equipment installation is at the discretion of the customer—see

the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

<sup>7</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.

<sup>8</sup> Speed recommendation when running at required settings for traffic applications.

<sup>9</sup> In order to get the 3M™ MCS™ Warranty for Traffic, it is mandatory to use SAI Production Manager and approved HP media profiles.

<sup>10</sup> Qualifies for local countries' warranty for regulated traffic signs printed with green, blue, brown, red, purple, black, and yellow colors. 3M™ ElectroCut™ Film 1170C Clear Overlaminates is required to receive the 3M™ MCS™ Warranty for Traffic.

