

HP at ISA Q&A

HP Latex Rigid Technology

What is HP Latex Rigid Technology?

- HP Latex Rigid Technology: a new technology for sign and display and decoration using a single printer to produce flexible as well as rigid applications.

What innovations were necessary to enable true hybrid technology to allow printing across mediums?

- We have developed a new latex ink, engineered to work with rigid substrates, delivering the right durability and flexibility across a wide variety of media.
- For the first time we have developed a HP Latex White ink, with disruptive quality and ease of use for the operator.
- The whole belt media transportation and vacuum systems are new to enable rigid media to be printed.

What applications and medias will be targeted?

- We are developing many applications and medias across retail, outdoor signage, events and exhibitions, window graphics, decoration, among others.
 - Main targeted rigid medias: foam board, foam PVC, cardboard, fluted polypropylene, aluminum, solid plastics, wood, glass
 - Main targeted flexible medias: vinyl, banner, paper, films, non-porous textiles

What are the details/specs/etc.?

- We'll have more to share, including details about our new product series along with specifications, pricing, and purchase information in May at FESPA in Berlin.

When will it be available for order? In what regions? How will it be available for purchase?

- Product specifics and availability information will be shared in FESPA in May.

Can you say anything about the costs of the new ink in comparison to UV?

- Product specifics and availability information will be shared in FESPA in May. That said, we understand that our customers face a lot of pressures on cost and that any new technology we develop that replaces an existing technology needs to be competitive. Our goal is to be as competitive as UV inks are today.

HP Latex Cutting Solutions

What is HP Latex Cutting Solutions?

- HP's new Latex Cutting Solutions (HP Cutter & HP FlexiPRINT and CUT Software), combined with HP Latex Printers will deliver a complete dual-device solution for simultaneous printing and cutting. These new solutions will allow Print Service Providers (PSPs) to grow their business by enhancing their HP Latex Printers with a unique print AND cut workflow[1].

What can you produce with HP Latex Cutting Solutions?

- The HP Latex Cutting Solutions enable more applications, such as full bleed stickers that don't shrink/curl when printed with HP Latex technology. PSPs will enjoy accurate high-speed cutting and cut throughs, as well as LAN connectivity. The built-in RIP further enables optimized workflow management from a single point. PSPs will benefit from efficient job recognition and reliable, error-free cutting thanks to Optical Positioning System (OPOS) and HP Barcode. The HP Latex solution brings true Print and Cut, since operators can cut right away after printing/laminating, and also avoid lamination for short-term applications[2].

What kinds of models are available?

- The HP Cutting Solutions includes 3 models: 1) HP Latex 54 Basic Cutting Solution, 2) HP Latex 54 Cutting Solution and 3) HP Latex 64 Cutting Solution.

HP Durable Textiles

What are HP's new durable textiles?

- HP is debuting new durable textiles for frontlit and blockout applications to the existing portfolio that includes a wide range of soft signage and décor textile substrates for HP Latex Printing Technology.

How does it work?

- Coupled with the addition of washable textiles in 2017, HP's textiles portfolio now provides stronger print durability, while still maintaining high image quality and color consistency and uniquely allows HP customers to print on both natural and synthetic fibers. With this expanded substrate offering, HP allows customers to enter a broad range of markets, ranging from high-quality wallcovering and window graphics, to customizable clothing, to vibrant home decorations, like pillows and wall decals.

[1] The HP FlexiPRINT and CUT RIP is designed for the HP Latex 300 and 100 series printers. For compatibility with other HP Latex printers, a RIP upgrade is required.

[2] You can consider unlaminated use for short-term signage with scratch resistance 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.