



HP Latex Print and Cut portfolio

The true print AND cut solution that saves up to 50% of the time¹



Work two times faster for the same cost of a solvent printer/cutter device¹

HP FlexiPRINT and CUT RIP



The HP solution—best in its class²

- Print more applications, full bleed stickers don't shrink or curl; reach indoor spaces solvent can't
- Enjoy accurate high-speed cutting and cut throughs; LAN connectivity and HP media basket add convenience
- Optimized workflow management from a single point—includes unique software with barcode integration
- Design applications in 3 simple steps—no design skills are needed with HP Signage Suite in box³

True print AND cut

- Print AND cut at the same time—versus print OR cut with solvent—with this reliable, dual-device solution
- Avoid solvent wait time—prints come out dry, cut/laminate right away with no degas time, and deliver same day
- Avoid lamination for short-term applications—scratch resistance is comparable to hard-solvent inks⁴

Easy, reliable workflow

- Print and cut in 5 simple steps—add cut lines from the RIP, predefined cutting presets, easy user interface
- Efficient job recognition and reliable, error-free cutting—Optical Positioning System (OPOS) and HP Barcode
- Avoid the complexity of other dual-devices—this complete HP solution is designed to work as one

For more information, please visit hp.com/go/latexprintandcut

Join the community, find tools, and talk to experts. Visit the HP Latex Knowledge Center at hp.com/communities/LKC

¹ Based on HP internal testing February, 2017 comparing the HP Latex Print and Cut Solution with a solvent-technology-based integrated print and cut solution at a comparable cost.

² Based on productivity and environmental advantages compared to the leading (per IDC market share numbers, March 2017) and comparably priced solvent-technology-based integrated print and cut solution. HP internal productivity testing performed February 2017. The HP Latex Print and Cut Solution also uses HP Latex inks that meet UL ECOLOGO® Certification to UL 2801, demonstrating that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL).

³ Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see <http://www.hpapplicationscenter.com>.

⁴ 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.

HP Latex Print and Cut portfolio

HP Latex Inks

- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage⁵
- Outdoor durability up to 5 years laminated, 3 years unlaminated⁶

HP Latex printheads

- See fine details and smooth transitions with HP 831 Latex Printheads providing 1200 dpi native resolution
- Keep day-one image quality by replacing the printheads yourself in a few minutes, without a service call

High-efficiency curing

- Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery

Easy maintenance and operation

- Accessible print zone with large window and lights
- Enjoy low-maintenance printing with automatic drop detection and nozzle replacement

HP Optical Media Advance Sensor (OMAS)

- Precise and accurate motion control of media advance between print swaths⁷

HP Latex Printing Technology

HP FlexiPRINT and CUT RIP

- Print and cut in 5 simple steps, automatically includes the HP Barcode and OPOS

HP Signage Suite²

- No design skills are needed, bring your ideas to life in 3 simple steps

Print and Cut Software

Media basket

- Avoid media coming in contact with the floor and organize it when processing multiple jobs; included in the box

Print and Cut applications

Why HP Latex is better than eco-solvent in every single application?



Labels and stickers

High-quality results on cut through stickers.



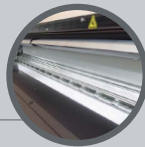
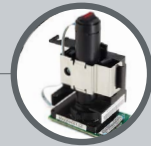
Customizable clothing

Cut time out of your finishing workflow—prints come out completely dry so you can move directly to the heat press.



Floor graphics

Laminate right after printing—no need to wait for prints to dry.



HP Latex Optimizer

- Achieve high image quality at high productivity
- Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print

HP Quick Substrate Profiling

- Simplified color management, directly from the front panel, 4-inch touchscreen
- Pre-installed generic and HP substrate profile library
- Online substrate library access from the front panel

Color consistency

- Print panels or tiles with excellent color consistency for an edge-to-edge match
- Delivers consistent colors to ≤ 2 dE2000⁸

Automatic cutter

- Cut efficiently and deliver jobs immediately with the automatic X-axis cutter
- For vinyl, paper-based media, and backlit polyester film

End-to-end sustainability—a better approach

HP Latex Technology delivers all the certifications that matter to your operators, your business, and the environment.⁹

Using water-based inks eliminates exposure to inks with hazard warning labels and high solvent concentrations, and simplifies ventilation, storage, and transportation requirements.

HP Latex Inks enable more differentiation—odorless prints go where solvent can't.

HP is designing end-to-end sustainability into large-format printing. The HP Latex 115, 315 and 335 Printers are EPEAT Bronze registered—a designation for reduced environmental impact.¹⁰

HP Latex Cutter

HP Barcode system

- Fast job recognition, reliable and unattended high-precision cut

Drag knife technology with cut through

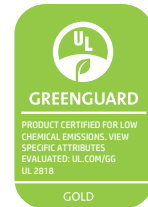
- Enjoy accurate high-speed cutting and cut throughs

Ethernet (LAN) connectivity

- Place your cutter wherever you need and reduce the risk of having connectivity issues



UL ECOLOGO¹¹



UL GREENGUARD GOLD¹²



Eco Mark Certification
Number 14142007



Walls decals

Reach indoor spaces that solvent can't with odorless prints. Meet high environmental and health standards—ideal for hotels, restaurants, schools.



Window graphics

Scratch-resistant prints minimize risk of damage during finishing and installation with third-generation HP Latex Technology.⁵









Vehicle graphics

Save time with instant lamination. Wrapping film alternatives to PVC and HP Latex Inks are the ideal fit.

Workflow advantage against solvent printer/cutters

Including Lamination

						
HP	Job creation HP Signage Suite Design in 3 simple steps	Job edition RIP Editor Automatic cut lines	Job management RIP Editor • Generic cut profiles • Automatic barcodes	Print • High quality at speed • Instant dry X-axis cutter	Lamination Avoid lamination for short-term jobs with scratch-resistant prints ⁵	Cut • Reliable and unattended cut • High cut speed
Solvent printer/cutters¹³	External software Design skills needed	External software Manual cut lines	RIP Manual cut setting	• Slower print speed • High maintenance	Wait for degas before lamination	• Slower cut speed. • Risk of losing the job • Not prepared for Perf Cut

Help me choose



HP Latex 115
Print and Cut Solution



HP Latex 315
Print and Cut Solution



HP Latex 335
Print and Cut Solution

Description	Start with this easy, affordable 54-inch HP Latex print and cut solution	Grow with this 54-inch business-ready print and cut solution	Expand into wider applications with this 64-inch true print and cut solution
Media handling	Roll-to-free fall Take-up reel, optional accessory	Roll-to-free fall Take-up reel, optional accessory	Roll-to-free fall Take-up reel
Max. media width	137.1 cm (54 in)	137.1 cm (54 in)	162.5 cm (64 in)
Max. media loading	25 kg (55 lb)	25 kg (55 lb)	42 kg (92.6 lb)
HP Latex printer	HP 821 Latex Inks. 400-ml cartridges	HP 831 Latex Inks. 775-ml cartridges	HP 831 Latex Inks. 775-ml cartridges
Speed—indoor quality	12 sqm/h (129 sqft/h)	12 sqm/h (129 sqft/h)	13 sqm/h (140 sqft/h)
Speed—outdoor plus	16 sqm/h (174 sqft/h)	16 sqm/h (174 sqft/h)	17 sqm/h (183 sqft/h)
Suggested monthly volume	<150 sqm/month (<1,500 sqft/month)	<250 sqm/month (<2,500 sqft/month)	250 sqm/month (2,500 sqft/month)
Maximum duty cycle	1,400 sqm/month (14,000 sqft/month)	1,400 sqm/month (14,000 sqft/month)	1,500 sqm/month (15,000 sqft/month)
HP Latex cutter	135 cm (53.1 in) Only for standard media sizes	135 cm (53.1 in)	158 cm (62.2 in)
Maximum acceleration	Up to 0.9 G in substrates wider than 29-in ¹⁵	Up to 3G	Up to 3G
Maximum cut speed	Up to 85 cm/sec (35 in/sec) diagonal in substrates wider than 29-in ¹⁴	Up to 113 cm/sec (44 in/sec) diagonal	Up to 113 cm/sec (44 in/sec) diagonal
Accuracy	0.2% of movement or 0.25 mm, (0.01 in) whichever is greater		
Cut force	0 to 400 grams of downforce, in 5-gram steps		

⁵ Scratch 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.

⁶ HP image permanence estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 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, GBC clear gloss 1.7 mil hot laminate, or Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

⁷ Applicable to HP Latex 315 and HP Latex 335 printers.

⁸ The color variation inside a printed job has been measured at 10-pass mode on vinyl media 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.

⁹ 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.

¹⁰ EPEAT registered where applicable/supported. See epeat.net for registration status by country

¹¹ Applicable to HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL).

¹² Applicable to HP Latex Inks. 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.

¹³ Based on a comparison of HP Latex Ink technology to WW competitor with leading market share on printer cutters as of December, 2016.

¹⁴ Up to 113 cm/sec (44 in/sec) diagonal in substrates under 29-in width.

¹⁵ Up to 3G in substrates under 29-in width

