

# HP Latex Print and Cut Portfolio

The true print AND cut solution that saves 50% of the time<sup>1</sup>



HP Latex 315 Print and Cut Solution

HP Latex 335 Print and Cut Solution



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

HP FlexiPRINT  
and CUT RIP



## Your perfect fit

- Do more apps—cut through stickers, customizable clothing, window graphics; reach indoor spaces solvent can't
- With HP Signage Suite in the box, no design skills are needed—bring your ideas to life in 3 simple steps<sup>2</sup>
- Space is not the limit—HP print and cut uses essentially the same operating space as an integrated device<sup>3</sup>

## 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; no need to laminate short-term jobs<sup>4</sup>
- Print longer runs with reliable, high-precision cutting—high-accuracy Optical Positioning System (OPOS)

## Reliable, integrated workflow

- Print and cut in 5 simple steps—includes in-box HP FlexiPRINT and CUT RIP and friendly user interface
- One point workflow management—edit/print jobs, including HP Barcode unattended cutting, without interruption
- Avoid the complexity of other dual devices—the complete HP solution is designed to work as one

For more information, please visit  
[hp.com/go/Latex315printandcut](http://hp.com/go/Latex315printandcut)  
[hp.com/go/Latex335printandcut](http://hp.com/go/Latex335printandcut)

Join the community, find tools, and talk to experts.  
Visit the HP Latex Knowledge Center at  
[hp.com/communities/LKC](http://hp.com/communities/LKC)

<sup>1</sup> Based on HP internal testing February, 2017 comparing the HP Latex 300 Printer series Print and Cut solution with a solvent-technology based integrated print and cut solution at a comparable cost.

<sup>2</sup> Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see <http://www.hpapplicationscenter.com>.

<sup>3</sup> Based on operating area requirements, the HP dual-device print and cut solution requires less than 1 m<sup>2</sup> of additional space compared to integrated solvent-technology based print and cut solutions in the market as of February, 2017.

<sup>4</sup> 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 signage<sup>5</sup>
- Outdoor durability up to 5 years laminated, 3 years unlaminated<sup>6</sup>

## 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 swaths

## 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 Suite

- 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  $\leq 2$  dE2000<sup>7</sup>

### Automatic cutter

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

## HP Latex Cutter

### HP Barcode system

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

### Drag knife technology with cut through

- Get the best cutting quality. Reliably cut through the media

### Ethernet (LAN) connectivity

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

## End-to-end sustainability—a better approach

HP Latex Technology delivers all the certifications that matter to your operators, your business, and the environment.<sup>8</sup>

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 315 Printer is EPEAT Bronze registered—a designation for reduced environmental impact.<sup>9</sup>



UL ECOLOGO<sup>10</sup>



UL GREENGUARD GOLD<sup>11</sup>



Eco Mark Certification  
Number 14142007<sup>9</sup>



### 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 with finishing, installation with third-generation HP Latex Technology.<sup>5</sup>









### 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

						
<b>HP</b>	<b>Job creation</b> HP Signage Suite Design in 3 simple steps	<b>Job edition</b> RIP Editor Automatic cut lines	<b>Job management</b> RIP Editor Generic cut profiles. Automatic Barcodes	<b>Print</b> High quality at speed. Instant dry X-axis cutter	<b>Lamination</b> Avoid lamination for short term jobs with scratch resistant prints	<b>Cut</b> Reliable and unattended cut. High cut speed
<b>Solvent printer/cutters<sup>12</sup></b>	<b>External software</b> Design skills needed	<b>External software</b> Manual cut lines	<b>RIP</b> 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 315 Print and Cut Solution



HP Latex 335 Print and Cut Solution

Description	Grow with this 54-inch business-ready print and cut solution	Expand into wider applications with this 64-in true print and cut solution
Media handling	Roll-to-free fall Take-up reel, optional accessory	Roll-to-free fall Take-up reel
Max. media width	137.1 cm (54 in)	162.5 cm (64 in)
Max. media loading	25 kg (55 lb)	42 kg (92.6 lb)
Speed- indoor quality	12 sqm/h (129 sqft/h)	13 sqm/h (140 sqft/h)
Speed- outdoor plus	16 sqm/h (174 sqft/h)	17 sqm/h (183 sqft/h)
Suggested monthly volume	<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)	1,500 sqm/month (15,000 sqft/month)
Warranty	One-year limited hardware warranty	One-year limited hardware warranty
Cut width	135 cm (53.1 in)	158 cm (62.2 in)
Maximum cut speed	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	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	0 to 400 grams of downforce, in 5-gram steps
Warranty	One year, after the HP Latex End of Installation Registration is completed by an HP authorized reseller	One year, after the HP Latex End of Installation Registration is completed by an HP authorized reseller

HP Latex printer

HP Latex cutter

<sup>5</sup> 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.

<sup>6</sup> 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 Overlaminates, GBC clear gloss 1.7 mil hot laminate, or Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

<sup>7</sup> 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.

<sup>8</sup> 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.

<sup>9</sup> EPEAT registered where applicable/supported. See [epeat.net](http://epeat.net) for registration status by country

<sup>10</sup> 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](http://ul.com/EL)).

<sup>11</sup> 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](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

<sup>12</sup> Based on a comparison of HP Latex Ink technology to WW competitor with leading market share on printer cutters as of December, 2016.

