



Progressive Profitable Printing

Make a

BIG IMPRESSION

and go **green** with HP Latex prints

Signs and displays printed with HP Latex Inks are odorless⁽¹⁾ and you can help keep them out of landfill by utilizing HP recyclable media and the HP Large-format Media take-back program.⁽²⁾

"The easiest way to open the door with customers has been to show them the quality of this new printer, because yes it's green, but it takes the quality to a new level."

Benny Eriksen,
Owner, Sign Service, Hedensted,
Denmark



Eye-catching and durable graphics

The HP Designjet L25500 and L65500 Printers and HP Scitex LX600 and LX800 Printers that use HP Latex Inks produce signs and displays on a wide selection of flexible media for a diverse range of outdoor and indoor applications. The outstanding image quality of up to 1200 dpi and wide color gamut help to create eye-catching graphics with rich hues and vibrant tones. The prints also have durability and display permanence comparable to eco-solvent and low-solvent inks.⁽³⁾

Recyclable media portfolio with free take-back program⁽²⁾

A range of recyclable HP media is available for the printers, and most of these can be returned for free recycling through the HP Large-format Media take-back program.⁽²⁾ Further details can be found on the next page.

HP printing materials with the Oeko-Tex[®] label⁽⁴⁾

With the Oeko-Tex[®] label, HP Heavy Textile Banner, HP Light Textile Display Banner, and HP Wrinkle-free Flag, all for indoor display, offer reassurance that emission levels for these materials meet the criteria for Oeko-Tex[®] labeled products—products tested and certified from a human health perspective.⁽⁴⁾

Odor-free prints⁽¹⁾ are perfect for home, office, even restaurant decoration

HP Latex Inks are water-based and make it possible to create wall decoration for all types of interiors, even in environments where distracting display odor can be a concern. HP PVC-free Wall Paper printed with water-based HP Latex Inks produces odorless prints that meet GREENGUARD criteria for low emitting products⁽⁵⁾ and AgBB criteria for health related evaluation of VOC emissions of indoor building products.⁽⁶⁾



HP is a platinum patron of the Sustainable Green Printing Partnership. See www.sgppartnership.org

HP recyclable media portfolio⁽²⁾

HP has introduced a portfolio of media to complement its range of printers using HP Latex Inks. Seven of these media are recyclable.⁽²⁾

HP Photo-realistic Poster Paper HP White Satin Poster Paper	Recyclable through commonly available recycling programs
HP HDPE Reinforced Banner HP DuPont™ Tyvek® Banner HP Heavy Textile Banner HP Wrinkle-free Flag with liner HP Light Textile Display Banner	Can be returned for free and convenient recycling via the HP Large-format Media take-back program ⁽³⁾

HP Large-format Media take-back program⁽²⁾

HP offers the free HP Large-format Media take-back program and recycling scheme for the benefit of organizations that use the five HDPE- and PET-based media listed above. Organizations that wish to return their signs and graphics printed on these media for recycling should visit www.hp.com/recycle for program availability and a description of the straightforward steps they can take to return the media for recycling—at no cost. Alternatively, ask your print service provider about sign and graphic services based on this take-back program.

Either approach is a great way to help ensure that your signs and graphics stay out of landfill.

Durable outdoor banners can help you reduce your carbon footprint

HP HDPE Reinforced Banner is a 100% recyclable, 100% alternative to PVC scrim banner material. Designed to withstand harsh weather conditions without fading and losing vibrancy, this material offers the performance and strength of 13-ounce PVC scrim⁽⁷⁾ in a 5.5-ounce banner material. Use less material and you can reduce the carbon footprint of your banner printing material by up to two-thirds.⁽⁸⁾

'We're hoping to set an example for future World Games in how they can leave a lesser footprint. HP's partnership really makes this possible'

Heather Hill,
Vice President of Marketing for the
2009 Special Olympics World
Winter Games, Boise, Idaho



- (1) Some substrates may have an inherent odor.
- (2) HP offers the HP Large-format Media take-back program in the U.S., Europe, and Canada (as of June 1, 2010), through which most HP recyclable signage media can be returned, availability varies. Some recyclable papers can be recycled through commonly available recycling programs. For details visit www.hp.com/recycle. Aside from this program, recycling opportunities for these products are currently only available in limited areas. Customers should consult local recycling resources for recycling these products.
- (3) HP image permanence and scratch, smudge, and water resistance estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 using HP Latex, low-solvent, and eco-solvent inks 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. Scratch, smudge, and water resistance tested using HP Latex, low-solvent, and eco-solvent inks on a wide range of media, including HP media; water resistance is comparable when printed on water-resistant substrates. Laminated display permanence for Latex/low-solvent comparison using Neschen Solvoprint Performance Clear 80 laminate; for Latex/eco-solvent comparison using GBC clear gloss 1.7 mil hot laminate. Results may vary based on specific media performance and scratch testing methodology. For more information, see www.hp.com/go/supplies/printpermanence.
- (4) Unprinted HP Heavy Textile Banner, HP Light Textile Display Banner, and HP Wrinkle-free Flag with Liner are Oeko-Tex® certified according to Oeko-Tex® Standard 100, which is a globally uniform testing and certification system for textile raw materials, intermediate, and end products at all stages of production. Tested for emissions of chemicals such as pesticides, allergy-inducing dyestuffs, or tin-organic compounds.
- (5) HP PVC-free Wall Paper printed using HP Latex Inks is listed in the GREENGUARD product listing for low emitting products and is tested to the GREENGUARD standards. This paper is not GREENGUARD Certified. The GREENGUARD Environmental Institute is an American National Standards Institute (ANSI) authorized standards developer that establishes acceptable indoor air standards for indoor products, environments, and buildings. See www.greenguard.org.
- (6) The Committee for Health-related Evaluation of Building Products, AgBB, establishes the fundamentals for a uniform and reproducible health-related evaluation of building products in Germany, including criteria for testing and an evaluation scheme for health-related evaluation of VOC emissions from building products used for application indoors.
- (7) PVC scrim refers to polyvinyl chloride (PVC) substrates.
- (8) Calculation by the HP IPG Environmental Technology Platform Team (and confirmed by an independent environmental life cycle assessment firm), based on the activities associated with the manufacturing of the product, and comparing 180 g/m² (5.5-ounce) HP HDPE Reinforced Banner to 440 g/m² (13-ounce) HP Outdoor Frontlit Scrim Banner using the Swiss Center for Life Cycle Inventories Ecoinvent 2.0 database and model IPCC 2007 version 1.01; primarily for the category of PVC/PET/HDPE, and measuring materials extraction, transportation to the manufacturing site, and greenhouse gas emissions generated during manufacturing.

To learn more, please visit these sites:

www.hp.com/go/hp_latex_printing_technologies

www.hp.com/ecosolutions

www.hp.com/recycle

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