hp
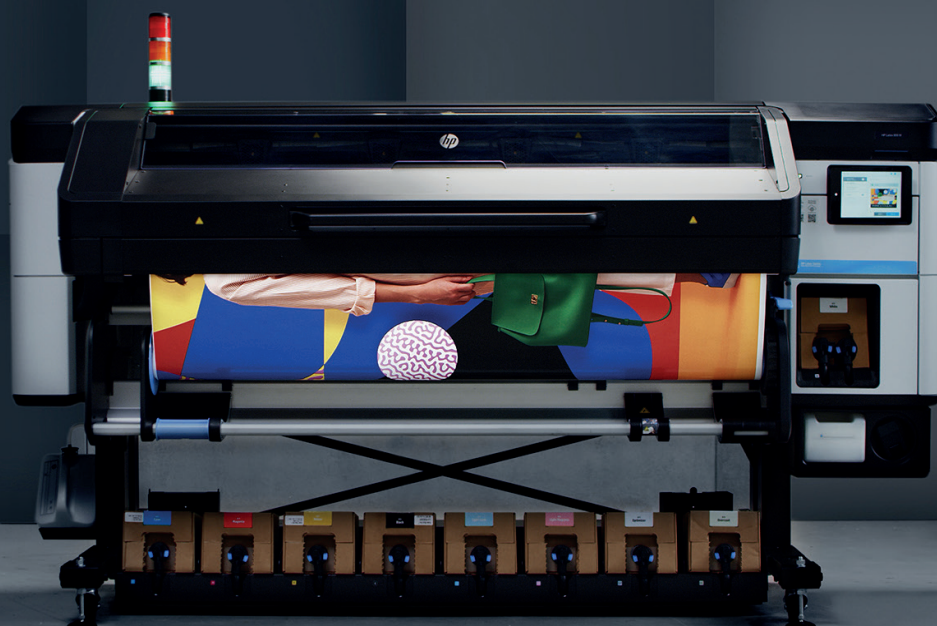
EQUIPPED TO WIN BIG

WITH THE

HP LATEX 700 AND 800

PRINTER SERIES

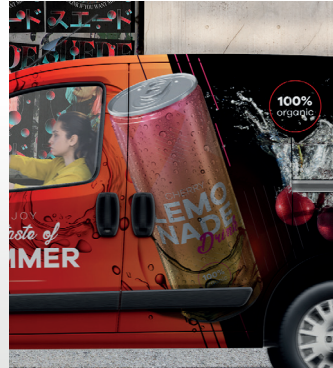# AMAZE YOUR CUSTOMERS
WITH **HIGH-VALUE JOBS**

Window Graphics and Stickers

High-opacity white[1] on transparent and colored media. Scratch resistant prints[2] help reduce risk of damage.

Canvas and Wallpapers

Print saturated images on canvas. Use water-based Original HP Latex Inks for wallcoverings with the certifications that matter.

Vehicle Graphics

Prints come out dry, ready for immediate lamination. A flexible HP Latex Ink layer helps facilitate installation. 3M™ MCS™ Warranty and 3M and Avery ICS Performance Guarantee[3].

Textiles

Print directly onto polyester and cotton fabrics, including porous. Produce odorless textiles,[4] with striking contrast and vivid colors.

THE OUTSTANDING **BENEFITS** OF
WHITE HP LATEX INK

WHITE WITHOUT COMPLEXITY[1]
Automatic recirculation system and printhead cleaning reduce manual purging and help prevent clogs

THE WHITEST WHITE[1]
A high-opacity white that resists yellowing over time[1]

HELP AVOID ISSUES WHEN LAMINATING
Flexible and thin ink layer

MINIMIZE WASTE BETWEEN JOBS[5]
By removing the white printhead when not in use[1]

BEAT YOUR DEADLINES
ROBUST, SMART, AND PRODUCTIVE PRINTING

Drive high productivity with saturated color at speeds up to 36 m²/hr (388 ft²/hr) outdoor[6] with the new printheads. Work fast processing reprints with the **printer's built-in job queue**, which can store up to 100 jobs.

CONTROL YOUR PRINT OPERATIONS VIRTUALLY ANYTIME, ANYWHERE WITH HP PRINTOS

+ GET IMMEDIATE NOTIFICATIONS OF ISSUES THAT PREVENT YOU FROM PRINTING

+ ACCESS AND DOWNLOAD JOB INFORMATION

+ MONITOR PRINTER STATUS AND INK LEVELS

Learn more: http://hp.com/go/latexprintos

FAST AND EASY LOADING WITH THE RAISABLE CURING MODULE

SHARPEN YOUR SUSTAINABILITY EDGE WITH HP LATEX

If you are concerned about regulations, your customers are becoming sensitive about the environment, or you care about enabling a more comfortable workplace for your operators, then **it is worth learning more about the environmental advantages of HP Latex Technology**.

WATER-BASED HP LATEX INKS
ARE DESIGNED TO AVOID THE HAZARDS ASSOCIATED WITH SOLVENT AND UV WITHOUT TRADING OFF PERFORMANCE

UL ECOLOGO[7]

Unrestricted for full room décor[8]

Level 1–Zero Discharge of Hazardous Chemicals[9]

[6] Applicable to the HP Latex 800 Printer series. Outdoor mode (Banner) 4-pass, 100%. Based on internal HP testing in September 2020 on Avery 3001. Print speed may vary due to the adaptive printing mechanism to avoid image quality defects.
[7] Applicable to fourth-generation HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle-based stringent criteria related to human health and environmental considerations (see ul.com/EL). HP is the only printing company with UL ECOLOGO® Certified inks in the "Printing Inks and Graphics Film" product category, see spot.ul.com/main-app/products/catalog/.
[8] 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. Unrestricted room size—full decorated room, 33.4 m² (360 ft²) in an office environment, 94.6 m² (1,018 ft²) in a classroom environment. For more information, visit ul.com/gg.
[9] Zero Discharge of Hazardous Chemicals. Applicable to HP Latex Inks. The ZDHC Roadmap to Zero Level 1 demonstrates that an ink conforms to or meets the standards of the ZDHC Manufacturing Restricted Substances List (ZDHC MRSL) 1.1, a list of chemical substances banned from intentional use during production. ZDHC is an organization dedicated to eliminating hazardous chemicals and implementing sustainable chemicals in the leather, textile, and synthetics sectors. The Roadmap to Zero Program is a multi-stakeholder organization which includes brands, value chain affiliates, and associates, that work collaboratively to implement responsible chemical management practices. See roadmaptozero.com.

IMPACTFUL TECHNOLOGIES AND CAPABILITIES

Raisable curing module

User-replaceable printheads with microrecirculation and +50% noozzles[10]

Smart front panel with fast reprint

Plastic ink cartridges replaced with HP Eco-Carton Ink Cartridge

Whitest white without complexity[11]

Next level of media versatility, including compatible eco-conscious media[12]

Vivid colors up to 36 m²/hr (388 ft²/hr)[13]

Odorless prints[14]

Remote monitoring HP PrintOS

PRINTERS AT A GLANCE

	HP LATEX 700 Printer	HP LATEX 700 W Printer	HP LATEX 800 Printer	HP LATEX 800 W Printer
MAXIMUM MEDIA WIDTH	1.63 m (64 in)	1.63 m (64 in)	1.63 m (64 in)	1.63 m (64 in)
CARTRIDGE SIZE	1 liter	1 liter	3 liters	3 liters
WHITE INK	No	Yes	No	Yes
MAXIMUM ROLL SIZE	55 kg (121 lb)	55 kg (121lb)	55 kg (121 lb)	55 kg (121 lb)
OUTDOOR QUALITY[13]	31 m²/hr (334 ft²/hr)	31 m²/hr (334 ft²/hr)	36 m²/hr (388 ft²/hr)	36 m²/hr (388 ft²/hr)
INDOOR QUALITY[13]	21 m²/hr (226 ft²/hr)	21 m²/hr (226 ft²/hr)	25 m²/hr (269 ft²/hr)	25 m²/hr (269 ft²/hr)

[10] Compared to the previous models (HP Latex 300 and 500 Printer series)

[11] White ink available for the HP Latex 700 W and 800 W Printers. Whitest white based on ISO/DIS 23498 compared to competitive alternatives using solvent and UV technologies under $50,000 USD as of May, 2020. Test performed on black opaque self-adhesive vinyl (L*:4.16 – a:0,48-b:2,34) with 160% UF printmode using HP 832 1-liter White Latex Ink Cartridge with the HP Latex 700 W Printer and HP 836 White Latex Ink Cartridge with the HP Latex 800 W Printer. Visual opacity = 91%.

[12] See hp.com/go/mediasolutionslocator.

[13] 36 m²/hr (388 ft²/hr) applicable to the HP Latex 800 Printer series. For all printers, Outdoor mode (Banner) 4-pass, 100%. Indoor mode (SAV) 6-pass, 100%. Based on internal HP testing in September 2020 on Avery 3001. Print speed may vary due to the adaptive printing mechanism to avoid image quality defects.

[14] There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print.

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