HP large format printing solutions for decorative applications

The décor print opportunity

The decorative print market is growing rapidly as homeowners and businesses look to enhance and customize their homes, workplaces, and brands. Whether for a teenager's bedroom, an office creative space, or a hotel lobby, today's generation is gravitating toward solutions that offer adaptable, personalized services and environmentally responsible products.

This guide will show you how HP large format printing solutions for decorative applications can be your ideal solution when considering how you can capture new profit for your business in this exciting, high-margin sector. HP enables you to offer your clients tremendous creative freedom with a broad substrate choice, odorless indoor prints,[1] a vast network of collaborators, and the right technology for virtually any scenario.

The benefits of digital

The growth in demand for printed décor presents an exciting market opportunity. Thanks to digital printing, you can provide the level of customization and flexibility that customers in this high-margin sector require. Here are just a few examples.

Key benefits:

Design Studios

Digital printing offers design studios specific benefits, such as infinite colors without register limits, easy customization, and immediate proofing on a wide variety of media with less design-to-production time.

Key benefits:

Interior Decorators

With a much faster turnaround time, interior decorators can now deliver personalized designs to customers with easy tailoring of scale.

Key benefits:

Manufacturers

Manufacturers can now complement existing equipment with a new technology that helps them offer customized short runs and exclusive collections to customers. There's no longer the need to worry about stock risk.

Key benefits:

Print Service Providers

Thanks to digital printing, print service providers now have access to a broad range of media and designs. It also helps them develop high-margin applications for interior decoration.

Imagine the possibilities

To achieve extraordinary results, it's essential to pair the right media and printing technology. That's why HP offers a wide range of media that are designed and tested to work in sync with HP printing technologies. And with more than 2,000 media profiles available, you can get vibrant and accurate colors across your interior decoration jobs in just a few clicks.

Wall décor

Increase your application portfolio and capture a new market with customized wallcoverings, wall decals, canvases, fine art, etc.

"Production on these types of materials would have been impossible without HP Latex Inks."

Josh Young, Detroit Wallpaper, Wallpaper Manufacturer

WATCH CASE STUDY VIDEO

Window décor

Add customized designs, color, and brand identity to window blinds and curtains.

"The printer has been phenomenal, we have been able to print on-demand for customers and the quality of the print is just unbelievable."

Ed Williams, Texton, Window Blind Company

WATCH CASE STUDY VIDEO

Upholstery

Easily print on PU- and PVC-based artificial leather.

"We love experimenting and pushing the boundaries, testing on different media and different colors, and HP Latex really allows us to do that. That's why we love this machine."

Robin Sprong, Bespoke Wallpaper | Surface Design Studio

WATCH CASE STUDY VIDEO

Textiles

Enhance your portfolio with washable and odorless[1] applications such as curtains, cushions, and other home textiles.

Workflow solutions

HP and our collaborators bring you innovative tools and solutions to help you gain new business and production efficiencies.

Design

Good designs attract more customers, which in turn can bring in good revenue. That's why it's important to stay updated on the latest trends and industry interests.

Pre-press

From file preparation to printing, compatible RIPs can help you accelerate ripping time and get more color control for a seamless workflow.

Media

Choose from a wide range of media, from the industry's media providers across the world, tested and certified for compatibility with HP printing technologies.

hp.com/go/mediasolutionslocator

Production/print

HP's wide portfolio of large format printing solutions deliver quality, productivity, and the committed support of an industry leader.

Finishing

In order to offer seamless end-to-end solutions to our customers, HP has collaborated with many companies in the industry, from automatic cutting to winding or stretching solutions, among many others.

HP solution collaborators

Design and software

COLOR LOGIC
Special Effects for Print™

Ripping and color management

CALDERA
ergosoft
rip solutions
ONYX
barbieri
efi
SAI
AVA
ColorGATE
inēdit
PrintFactory

Media handling

Foster
MAXCESS

Heat fixation

KLIEVERIK
MONTI ANTONIO
Practix MFG.
Sefa

Finishing

FOTOBA
is
ImagingSolutions
MATIC
Summa
ZÜND
swiss cutting systems

Choosing your HP large format printer

1 HP DesignJet Z-series printers

High-quality prints, detail-oriented designs, and great output. Canvases, fine art, etc., receive an edge with the wide variety of colors available with this technology.

	HP DesignJet Z6810 Production Printer	HP DesignJet Z6 PostScript® Printer series	HP DesignJet Z9+ PostScript® Printer series	HP DesignJet Z6 Pro 64-in Printer	HP DesignJet Z9+ Pro 64-in Printer
Maximum media width	1.06 m (42 in)	0.61 m (24 in) 1.11 m (44 in)	0.61 m (24 in) 1.11 m (44 in)	1.63 m (64 in)	1.63 m (64 in)
Ink cartridges	8 inks: IC, M, Y, mK, pK, IG, IM, CR	6 inks: C, M, Y, mK, pK, CR	9 inks: C, M, Y, mK, pK, G, CR, CG, CB (GE - optional)	6 inks: C, M, Y, mK, pK, CR	9 inks: C, M, Y, mK, pK, G, CR, CG, CB (GE - optional)
Maximum production speed	42-in model: 113.6 m²/hr (1225 ft²/hr)	24-in model: 67 m²/hr (720 ft²/hr) 44-in model: 85 m²/hr (916 ft²/hr)	24-in model: 56 m²/hr (600 ft²/hr) 44-in model: 74 m²/hr (795 ft²/hr)	98 m²/hr (1055 ft²/hr)	98 m²/hr (1055 ft²/hr)
Adobe PostScript®/PDF[2]	Optional	Yes	Yes	Optional	Optional
Virtual memory	64 GB (based on 1 GB RAM)	128 GB (based on 4 GB RAM)	128 GB (based on 4 GB RAM)	128 GB (based on 4 GB RAM)	128 GB (based on 4 GB RAM)
HP Embedded spectrophotometer[3]	Yes	No	Yes	Yes	Yes

2 HP Stitch dye sublimation printers

HP Stitch dye-sub printers offer vibrant and accurate colors across the fleet and over time. They are ideal for large format textile printing and allow applications such as curtains, cushions, upholstery, etc.

HP Stitch S500
64-in Printer

HP Stitch S1000
126-in Printer

Maximum media width	1.63 m (64 in)	3.2 m (126 in)
Cartridge size	3 liters color	10 liters color
Maximum roll weight	55 kg (121 lb)	300 kg (660 lb)
Maximum production speed	110 m²/hr (1185 ft²/hr)	220 m²/hr (2370 ft²/hr)
Production quality speed	43 m²/hr (460 ft²/hr)	130 m²/hr (1400 ft²/hr)
Maximum production capacity	6,000 m²/month (64,583 ft²/month)	40,000 m²/month (430,556 ft²/month)

3 HP Latex printers

Access a broad range of interior décor applications, including window blinds, synthetic leather, and wallcoverings. With HP Latex printing, you get odorless prints[1] that come out dry, in a technology that delivers the certifications that matter to your operators, your customers, and the environment.

HP Latex 115 Print and Cut Plus Solution

HP Latex 315 Print and Cut Plus Solution

HP Latex 335 Print and Cut Plus Solution

	HP Latex 115 Print and Cut Plus Solution	HP Latex 315 Print and Cut Plus Solution	HP Latex 335 Print and Cut Plus Solution
Maximum media width	1.37 m (54 in)	1.37 m (54 in)	1.63 m (64 in)
Maximum roll weight	25 kg (55 lb)	25 kg (55 lb)	42 kg (92.6 lb)
Cartridge size	400 ml color	775 ml color	775 ml color
Speed – indoor quality	12 m²/hr (129 ft²/hr)	12 m²/hr (129 ft²/hr)	13 m²/hr (140 ft²/hr)

HP Latex 700 Printer

HP Latex 700 W Printer

HP Latex 800 Printer

HP Latex 800 W Printer

	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)
Maximum roll weight	55 kg (121 lb)	55 kg (121 lb)	55 kg (121 lb)	55 kg (121 lb)
Cartridge size	1 liter color	1 liter color 1 liter white	3 liters color	3 liters color 3 liters white
Speed – indoor quality	21 m²/hr (226 ft²/hr)	21 m²/hr (226 ft²/hr)	25 m²/hr (269 ft²/hr)	25 m²/hr (269 ft²/hr)

HP Latex 115 Printer

HP Latex 315 Printer

HP Latex 335 Printer

HP Latex 365 Printer

	HP Latex 115 Printer	HP Latex 315 Printer	HP Latex 335 Printer	HP Latex 365 Printer
Maximum media width	1.37 m (54 in)	1.37 m (54 in)	1.63 m (64 in)	1.63 m (64 in)
Maximum roll weight	25 kg (55 lb)	25 kg (55 lb)	42 kg (92.6 lb)	42 kg (92.6 lb)
Cartridge size	400 ml color	775 ml color	775 ml color	775 ml color
Speed – indoor quality	12 m²/hr (129 ft²/hr)	12 m²/hr (129 ft²/hr)	13 m²/hr (140 ft²/hr)	17 m²/hr (183 ft²/hr)

HP Latex 2700 Printer

HP Latex 2700 W Printer

	HP Latex 2700 Printer	HP Latex 2700 W Printer
Maximum media width	3.2 m (126 in)	3.2 m (126 in)
Maximum roll weight	Single roll up to 300 kg (660 lb)[4] Optional dual roll up to 2x200 kg (2x440 lb)	Single roll up to 300 kg (660 lb)[4] Optional dual roll up to 2x200 kg (2x440 lb)
Cartridge size	5 liters color	5 liters color 3 liters white
Speed – indoor quality	69 m²/hr (743 ft²/hr)	69 m²/hr (743 ft²/hr)

	HP Latex 2700 Plus Printer[5]	HP Latex 2700 W Plus Printer[5]
Maximum media width	3.2 m (126 in)	3.2 m (126 in)
Maximum roll weight	Single roll up to 300 kg (660 lb) Dual roll up to 2x200 kg (2x440 lb)	Single roll up to 300 kg (660 lb) Dual roll up to 2x200 kg (2x440 lb)
Cartridge size	5 liters color	5 liters color 3 liters white
Speed – indoor quality	69 m²/hr (743 ft²/hr)	69 m²/hr (743 ft²/hr)

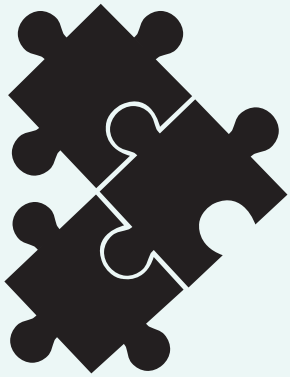
	HP Latex 3600 Printer	HP Latex R1000 Printer Series	HP Latex R2000 Plus Printer
Maximum media width	3.2 m (126 in)	1.64 m (64.4 in)	2.49 m (98.4 in)
Maximum roll weight	Single roll up to 300 kg (660 lb) Dual roll up to 2 x 200 kg (2 x 440 lb)	Single roll up to 68 kg (150 lb)	Single roll up to 100 kg (220 lb)
Cartridge size	10 liters color	3 liters color 3 liters white	5 liters color 3 liters white
Speed – indoor quality	77 m²/hr (830 ft²/hr)	15 m²/hr (161 ft²/hr)	22 m²/hr (237 ft²/hr)

Sustainable impact at HP

HP continues to deliver products designed with safety in mind for you, your customers, and the environment.

The new generation of water-based HP Latex Inks offer an attractive environmental and health profile to both print service providers and their customers. With credentials addressing criteria related to human health and environmental considerations, HP Latex Inks produce odorless prints[1] that are ideal for interior spaces, such as hotels, restaurants, hospitals, or homes.

UL ECOLOGO®[6]



Toy Safety[7]

Unrestricted for full room décor[8]

The mark of responsible forestry[9]

“The environmental benefits are huge...”

Jon Sherman, Flavor Paper, Wallpaper Company

[1] Applicable to HP Latex inks. Based on sensory evaluations conducted by Odournet done according to VDI Guideline 3882 where 832, 873 and 883 inks were characterized as "weak" in odor intensity and "neutral" for hedonic tone. 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.

[2] May require purchase of PostScript® models or optional HP DesignJet PostScript®/PDF Upgrade Kit.

[3] Embedded in the HP DesignJet Z9+ Printer series and the HP DesignJet Z6810 Production Printer series is an i1 spectrophotometer from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that's been thoroughly tested to meet customer demands for ease, quality, and dependability.

[4] HP Latex 2700 and 2700 W Printers support single rolls up to 160 kg (353 lb). Printers' capacity can be increased up to 300 kg (660 lb) with the optional HP 126-in Diverter Roller or HP Latex 2700 Series Jumbo Dual Roll Kit. Not included, sold separately.

[5] Please consult your local HP representative for availability in your region.

[6] 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).

[7] Fourth generation HP Latex inks have been tested and demonstrated compliance to the following toy safety methods and protocols: EN 71-3, EN 71-9, ASTM F963-17, US 16 CFR 1303, US 16 CFR 1307, SOR 2011-17, and SOR 2018-83. HP does not recommend using the ink for toys intended to target children under the age of 3 years.

[8] Applicable to fourth generation 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 m^2 (360 ft^2) in an office environment, 94.6 m^2 (1,018 ft^2) in a classroom environment. For more information, visit ul.com/gg or greenguard.org.

[9] Applicable to selected HP large format printing materials. BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. Not all FSC®-certified products are available in all regions. For information about HP large format printing materials, please visit HPLFMedia.com.

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