



**EQUIPPED TO WIN BIG**

WITH THE  
**HP LATEX 700 AND 800**  
PRINTER SERIES



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



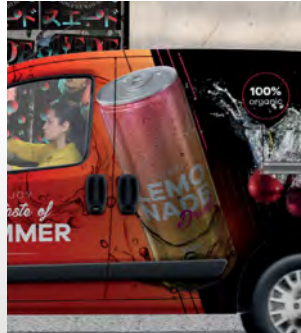
## Window Graphics and Stickers

High-opacity white<sup>1</sup> on transparent and colored media. Scratch resistant prints<sup>2</sup> 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<sup>3</sup>.



## Textiles

Print directly onto polyester and cotton fabrics, including porous. Produce odorless textiles,<sup>4</sup> with striking contrast and vivid colors.

## THE OUTSTANDING BENEFITS OF WHITE HP LATEX INK

### WHITE WITHOUT COMPLEXITY<sup>1</sup>

*Automatic recirculation system and printhead cleaning reduce manual purging and help prevent clogs*

### THE WHITEST WHITE<sup>1</sup>

*A high-opacity white that resists yellowing over time<sup>1</sup>*

### HELP AVOID ISSUES WHEN LAMINATING

*Flexible and thin ink layer*

### MINIMIZE WASTE BETWEEN JOBS<sup>5</sup>

*By removing the white printhead when not in use<sup>5</sup>*



<sup>1</sup> 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 836 White Latex Ink Cartridge with the HP Latex 800 W Printer. Visual opacity = 91%.

<sup>2</sup> HP Latex Overcoat improves scratch resistance on low-cost prints where lamination may be impractical or too expensive. Scratch resistance based on internal HP testing in December 2019 based on ISO 1518-2:2011. Estimates by HP Media Performance Lab on a range of media.

<sup>3</sup> Warranty coverage varies by region, please see [graphics.averydennison.com](http://graphics.averydennison.com) and [3Mgraphics.com](http://3Mgraphics.com) for information about what is offered in your country. Some warranty limitations may apply.

<sup>4</sup> 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.

<sup>5</sup> When HP 836 White Latex Printheads are placed in the storage cassettes, no white ink is used for servicing when printheads are not in use.



# BEAT YOUR DEADLINES ROBUST, SMART, AND PRODUCTIVE PRINTING

Drive high productivity with saturated color at speeds up to 388 ft<sup>2</sup>/hr (36 m<sup>2</sup>/hr) outdoor<sup>6</sup> 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.**

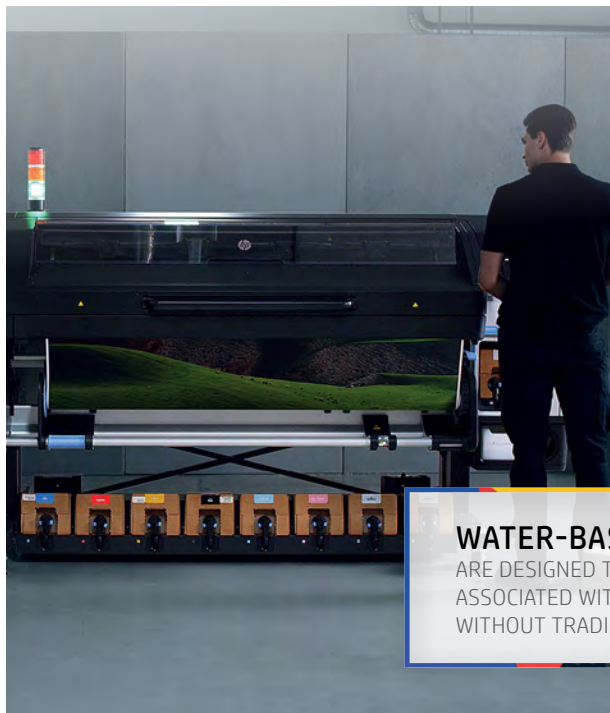
**WATER-BASED HP LATEX INKS**  
ARE DESIGNED TO AVOID THE HAZARDS  
ASSOCIATED WITH SOLVENT AND UV  
WITHOUT TRADING OFF PERFORMANCE



ULECOLOGO<sup>®</sup>

Unrestricted for full room décor<sup>®</sup>









Level 1-Zero Discharge of Hazardous Chemicals<sup>®</sup>



<sup>6</sup> 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.  
<sup>7</sup> Applicable to fourth-generation HP Latex Inks. UL ECOLOGO<sup>®</sup> 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](http://ul.com/EL)). HP is the only printing company with UL ECOLOGO<sup>®</sup> Certified inks in the "Printing Inks and Graphics Film" product category, see [spot.ul.com/main-app/products/catalog/](http://spot.ul.com/main-app/products/catalog/).  
<sup>8</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. Unrestricted room size—full decorated room, 33.4 m<sup>2</sup> (360 ft<sup>2</sup>) in an office environment, 94.6 m<sup>2</sup> (1,018 ft<sup>2</sup>) in a classroom environment. For more information, visit [ul.com/gg](http://ul.com/gg).  
<sup>9</sup> 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](http://roadmaptozero.com).

# IMPACTFUL TECHNOLOGIES AND CAPABILITIES



-  Raisable curing module
-  User-replaceable printheads with microrecirculation and +50% nozzles<sup>10</sup>
-  Smart front panel with fast reprint
-  Plastic ink cartridges replaced with HP Eco-Carton Ink Cartridge
-  Whitest white without complexity<sup>11</sup>
-  Next level of media versatility, including compatible eco-conscious media<sup>12</sup>
-  Vivid colors up to 388 ft<sup>2</sup>/hr (36 m<sup>2</sup>/hr)<sup>13</sup>
-  Odorless prints<sup>14</sup>



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	64 in (1.63 m)	64 in (1.63 m)	64 in (1.63 m)	64 in (1.63 m)
CARTRIDGE SIZE	1 liter	1 liter	3 liters	3 liters
WHITE INK	No	Yes	No	Yes
MAXIMUM ROLL SIZE	121 lb (55 kg)	121 lb (55 kg)	121 lb (55 kg)	121 lb (55 kg)
OUTDOOR QUALITY <sup>13</sup>	334 ft <sup>2</sup> /hr (31 m <sup>2</sup> /hr)	334 ft <sup>2</sup> /hr (31 m <sup>2</sup> /hr)	388 ft <sup>2</sup> /hr (36 m <sup>2</sup> /hr)	388 ft <sup>2</sup> /hr (36 m <sup>2</sup> /hr)
INDOOR QUALITY <sup>13</sup>	226 ft <sup>2</sup> /hr (21 m <sup>2</sup> /hr)	226 ft <sup>2</sup> /hr (21 m <sup>2</sup> /hr)	269 ft <sup>2</sup> /hr (25 m <sup>2</sup> /hr)	269 ft <sup>2</sup> /hr (25 m <sup>2</sup> /hr)

<sup>10</sup> Compared to the previous models (HP Latex 300 and 500 Printer series)  
<sup>11</sup> 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%.  
<sup>12</sup> See [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator).  
<sup>13</sup> 36 m<sup>2</sup>/hr (388 ft<sup>2</sup>/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.  
<sup>14</sup> 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.