

# HP Latex Print and Cut Plus Solutions

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



HP FlexiPRINT  
and CUT RIP



## Complete HP solution— outstanding print and cut

- The HP Latex printer enables a wide range of odorless applications<sup>2</sup> and full bleed stickers that don't curl.
- The HP Latex cutter provides fast, accurate cutting and downforce up to 600 grams.
- The HP FlexiPRINT and CUT RIP includes True Shape Nesting—automatically save up to 50% more media.<sup>3</sup>
- HP Applications Center design tools are included, for easy creation of new applications in just 3 steps.<sup>4</sup>

## Up to 50% time savings with true print AND cut<sup>1</sup>

- Print AND cut at the same time—versus print OR cut integrated devices—with our reliable, dual-device solution.
- Avoid solvent wait time—prints come out dry, cut/laminate right away with no degas time, and deliver same day.
- Avoid lamination for short-term applications—scratch resistance enables outdoor durability up to 3 years.<sup>5</sup>

## Easy and reliable workflow

- Print/cut in a few steps—add cut lines from the RIP, select cutting presets, and easily send to production.
- Accurate job recognition and error-free cutting with HP Barcode and Optical Position System configurations.
- Easy-to-use cutter with a simple touchscreen interface and media basket.

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

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 internal HP testing, September 2020, comparing the HP Latex Print and Cut Plus Solution with integrated print and cut solutions at a comparable cost. An integrated printer/cutter device is a large-format printer that has a contour cutter embedded in the same printer that prints the media, then moves the media backwards to cut the printed output.

<sup>2</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>3</sup> Compared to printing without nesting. Based on performance demonstration by HP, September 2020.

<sup>4</sup> Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see [hpperformancesolutions.com](http://hpperformancesolutions.com).

<sup>5</sup> Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks on self-adhesive vinyl and PVC banner. 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.

# HP Latex Print and Cut Plus Solutions

## 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>6</sup>
- Outdoor durability up to 5 years laminated, 3 years unlaminated<sup>7</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<sup>8</sup>

## HP Latex Printing Technology

## HP FlexiPRINT and CUT RIP

- Print and cut in 5 simple steps, automatically includes the HP Barcode and Optical Position System

## HP Applications Center

- No design skills are needed, bring your ideas to life in 3 simple steps<sup>9</sup>

## 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 is the HP Latex solution ideal for a variety of print and cut applications?



### 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  $\leq 2 \text{ dE}2000^{10}$

### 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 and Optical Position System configurations

- Accurate job recognition and error-free cutting

### Drag knife technology with cut through

- Enjoy fast, accurate cutting and cut throughs, and downforce up to 600 grams

### Intuitive color touchscreen

- Easy-to-use cutter with a simple touchscreen interface

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

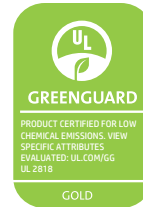
HP Latex Technology delivers certifications that matter to your operators, your business, and the environment.

Water-based HP Latex Ink provides an alternative option to eco-solvent, solvent, UV-curable, and UV-gel ink, with a design focused on sustainable impact—enabling a more comfortable and welcoming operation, helping you differentiate with advantages to access new business, and helping us all aspire to a world without waste.

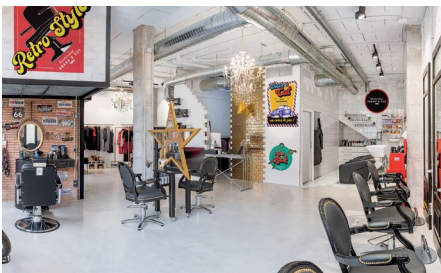
HP is designing end-to-end sustainability into large-format printing. HP Latex 115, 315, and 335 Printers are EPEAT Bronze registered—a designation for reduced environmental impact.<sup>11</sup>



ZDHC<sup>12</sup>



UL GREENGUARD GOLD<sup>13</sup>



### Walls decals

Reach indoor spaces with odorless prints<sup>14</sup> that are ideal for hotels, restaurants, hospitals, or homes.



### Window graphics

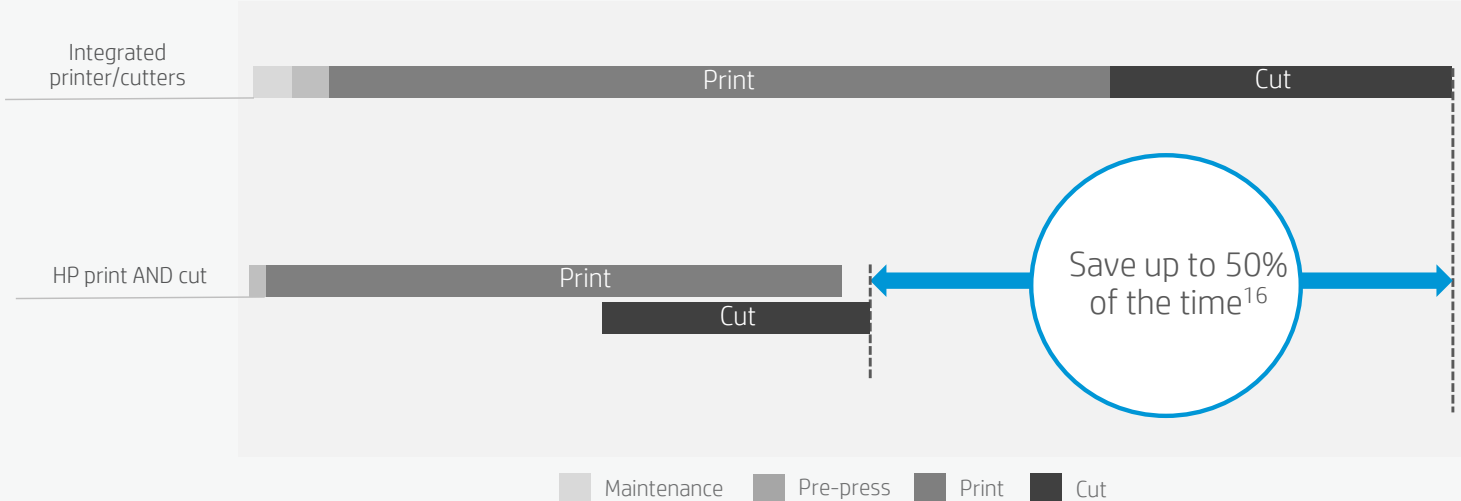
Scratch-resistant prints minimize risk of damage during finishing and installation with third-generation HP Latex Technology.<sup>15</sup>



### Vehicle graphics

Save time with instant lamination. Wrapping film alternatives to PVC and HP Latex Inks are the ideal fit.

# Work two times faster for the same cost of an integrated printer/cutter device<sup>16</sup>



## Help me choose



**HP Latex 115**  
Print and Cut Plus Solution



**HP Latex 315**  
Print and Cut Plus Solution



**HP Latex 335**  
Print and Cut Plus Solution

Description	Start with this easy, affordable 54-in HP Latex print and cut solution	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, optional accessory	Roll-to-free fall Take-up reel
Maximum media width	54 in (137.1 cm)	54 in (137.1 cm)	64 in (162.5 cm)
Maximum media loading	55 lb (25 kg)	55 lb (25 kg)	92.6 lb (42 kg)
HP Latex printer	HP 821 Latex Inks; 400-ml cartridges	HP 831 Latex Inks; 775-ml cartridges	HP 831 Latex Inks; 775-ml cartridges
Speed—Indoor Quality (8 pass)	129 ft <sup>2</sup> /hr (12 m <sup>2</sup> /hr)	129 ft <sup>2</sup> /hr (12 m <sup>2</sup> /hr)	140 ft <sup>2</sup> /hr (13 m <sup>2</sup> /hr)
Speed—Outdoor Plus (6 pass)	174 ft <sup>2</sup> /hr (16 m <sup>2</sup> /hr)	174 ft <sup>2</sup> /hr (16 m <sup>2</sup> /hr)	183 ft <sup>2</sup> /hr (17 m <sup>2</sup> /hr)
Suggested monthly volume	<1,500 ft <sup>2</sup> /month (<150 m <sup>2</sup> /month)	<2,500 ft <sup>2</sup> /month (<250 m <sup>2</sup> /month)	2,500 ft <sup>2</sup> /month (250 m <sup>2</sup> /month)
Maximum duty cycle	14,000 ft <sup>2</sup> /month (1,400 m <sup>2</sup> /month)	14,000 ft <sup>2</sup> /month (1,400 m <sup>2</sup> /month)	15,000 ft <sup>2</sup> /month (1,500 m <sup>2</sup> /month)
HP Latex cutter	Maximum cut width 53.1 in (135 cm) Only for standard media sizes	Maximum cut width 53.1 in (135 cm)	Maximum cut width 62.2 in (158 cm)
Maximum acceleration	Up to 3G	Up to 3G	Up to 3G
Maximum cut speed	Up to 44 in/sec (113 cm/sec) diagonal	Up to 44 in/sec (113 cm/sec) diagonal	Up to 44 in/sec (113 cm/sec) diagonal
Accuracy	0.2% of movement or 0.01 in, (0.25 mm) whichever is greater		
Cut force	0 to 400 grams of downforce, in 5-gram steps	0 to 600 grams of downforce, in 5-gram steps	0 to 600 grams of downforce, in 5-gram steps

<sup>6</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>7</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 Overlaminate, GBC clear gloss 1.7 mil hot laminate, or Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

<sup>8</sup> Applicable to HP Latex 315 and HP Latex 335 Printers.

<sup>9</sup> Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see [hpapplicationscenter.com](http://hpapplicationscenter.com).

<sup>10</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>11</sup> EPEAT registered where applicable/supported. See [epeat.net](http://epeat.net) for registration status by country.

<sup>12</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) version 1.1, a list of chemical substances banned from intentional use during the 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).

<sup>13</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).

<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.

<sup>15</sup> Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks on self-adhesive vinyl and PVC banner. HP image permanence estimates by HP Image Permanence Lab.

<sup>16</sup> Based on internal HP testing, September 2020, comparing the HP Latex Print and Cut Plus Solution with integrated print and cut solutions at a comparable cost. An integrated printer/cutter device is a large-format printer that has a contour cutter embedded in the same printer that prints the media, then moves the media backwards to cut the printed output.

