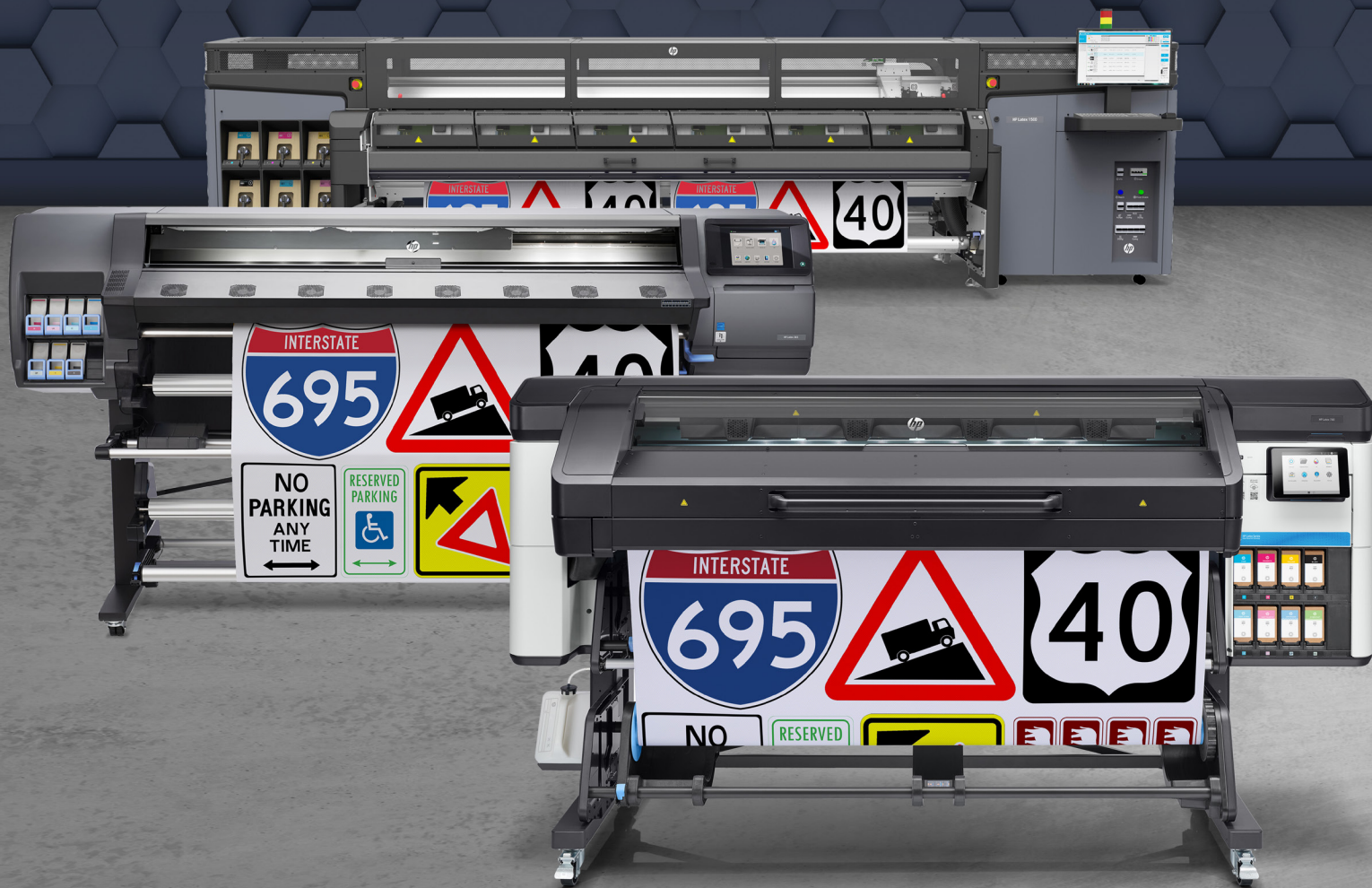# HP

TRAFFIC SIGNAGE

WITH THE HP LATEX PRINTING SOLUTION PORTFOLIO

TRANSFORM YOUR
TRAFFIC SIGNAGE
PRODUCTION[1]

Invest in new profit and growth potential, invest in HP Latex Printing Technology

- Help keep your running costs low—increase production time and reduce time monitoring the printer with automatic, reliable, low-maintenance printing.

- Invest with confidence in a leading technology. HP introduced innovative HP Latex Printing Technology in 2008, with thousands of printers now installed worldwide.

- See how easy it is to come up to speed with a quick installation and training time, an easy user interface, and no special equipment needed—no special ventilation[7] or external dryer is required.

- Water-based HP Latex Inks enable a better approach to end-to-end sustainability, with advantages from the work zone to the point-of-display of finished prints.[8]

- Sign on with digital printing solutions that provide flexibility and print-on-demand capabilities, ideal for short runs or one-off jobs.[2]

- Produce your signs in few easy steps - design, apply ink directly on the sheeting, laminate, cut, and install.[2]

- Benefit from HP Latex versatility - produce bright, durable traffic signs as well as a wide range of signage applications.

- Produce traffic signs with warranties up to 12 years with the 3M™ MCS™ Warranty.[2]

HP TRAFFIC SIGNAGE SOLUTION USING 3M™ REFLECTIVE SHEETING

Sign on with the digital traffic signage production[1] solution from HP using 3M™ Reflective Sheeting

- Choose from a range of 3M™ Reflective Sheeting compatible with HP Latex Inks for digital printing of traffic signs.[3] Choose from white, yellow, fluorescent orange, fluorescent yellow, and fluorescent yellow green.

- Print bright, durable[3] traffic signs[1] with full-opacity; print green, blue, brown, red, purple, black, and yellow[4] colors.

- Choose the sign-making components — 3M™ Reflective Sheeting and HP Latex Inks printed on HP Latex 360/365/700/800/1500 Printers,[5] are tested to work together to produce consistent quality and performance.[6]

Help me choose

	HP Latex 360/365 Printers	HP Latex 700 Printer series[5]	HP Latex 800 Printer series[5]	HP Latex 1500 Printer
Description	Produce high-quality commercial signage applications as well as traffic signage (construction work zone using 3M™ reflective sheeting)			
Maximum media width	64 in (162.5 cm)			Single roll up to 126 in (3.2 m) Optional dual roll up to 2 x 63 in (2 x 1.60 m)
Maximum media loading	Up to 92.6 lb (42 kg)	Up to 121 lb (55 kg)		Single roll up to 350 lb (160 kg) Optional dual roll up to 2 x 155 lb (2 x 70 kg)
Maximum media thickness	Up to 19.7 mil (0.5 mm)			Up to 0.015 in (0.4 mm), by default Up to 0.08 in (2.0 mm), with custom carriage height setting
Color configuration	Black, cyan, magenta, yellow, light cyan, light magenta			
Inks	HP 831 Latex Inks	HP 832 Latex Inks	HP 873 Latex Inks	HP 881 Latex Inks
Cartridge size	775 ml	1 L	3 L	5 L
Print resolution	1200 dpi, 6 colors			
Recommended print speeds for traffic signage	96.8 ft²/hr (9 m²/hr)[9]	124 ft²/hr (11.5 m²/hr)[9]	145 ft²/hr (13.5 m²/hr)[9]	Single roll: 130 ft²/hr (12 m²/hr)[9] Dual roll: 260 ft²/hr (24 m²/hr)[9]
Recommended print speeds for signage	183 ft²/hr (17 m²/hr)	226 ft²/hr (21 m²/hr)	269 ft²/hr (25 m²/hr)	Single roll: 480 ft²/hr (45 m²/hr)
Ink technology	HP Latex Inks (water based)			
RIP software[10]	FlexiPRINT & CUT 3M Authorized Traffic Edition FlexiPRINT 3M Authorized Traffic Edition[11]			FlexiPRINT & CUT 3M Authorized Traffic Edition
3M MCS Warranty	3M™ MCS™ Warranty for Traffic signs printed with regulated traffic colors[12]			

Traffic Signage substrates

	HP Latex 365	HP Latex 700	HP Latex 800	HP Latex 1500
3M™ Diamond Grade™ DG3 Reflective Sheeting Series 4000	√	√	√	√
3M™ High-Intensity Prismatic Reflective Sheeting Series 3930	√	√	√	√
3M™ Diamond Grade™ VIP Reflective Sheeting Series 3990	√	X	X	√
3M™ Engineer Grade Prismatic Reflective Sheeting Series 3430[13]	√	X	X	X
3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange[13]	√	√	√	√
3M™ Advanced Flexible Engineer Grade Reflective Sheeting Series 7300 [13]	√	X	X	X

To learn more, visit **HERE**
Find a comprehensive list of all HP Latex compatible media along with finished color profiles and printer settings at **hp.com/go/mediasolutionslocator**

1   The digital HP Latex Printing Solution with 3M™ Reflective Sheeting for regulated traffic signage applies to green, blue, brown, red, purple, black, and yellow colors.

2   For more information visit www.3M.com/trafficsignprinting

3   For more details including durability performance according to defined printing guidelines, see: 3M™ Diamond Grade™ DG³ Reflective Sheeting Series 4000 series, 3M™ High-Intensity Prismatic Reflective Sheeting Series 3930, 3M™ Diamond Grade™ VIP Reflective Sheeting Series 3990, 3M™ Engineer Grade Prismatic Reflective Sheeting Series 3430, and 3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange.

4   HP Latex 700/800 printers cannot print traffic yellow, this color is not retroreflective enough to meet the traffic requirements.

5   3M™ MCS™ Warranty for Traffic also available for HP Latex 700 W and 800 W Printers, when printing with color only (no white ink).

6   Based on HP and 3M testing October 2020, which included mechanical and end-to-end testing as well as color and quality measurements.

7   Applicable to HP Latex printers. No special ventilation equipment means air filtration systems are not required to meet U.S. OSHA requirements. Condensate collection systems are provided on some models. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

8   Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

9   Speed recommendation when running at required settings for traffic applications.

10 In order to get the 3M™ MCS™ Warranty for Traffic, it is mandatory to use SAi Production Manager and approved HP media profiles.

11 FlexiPRINT 3M Authorized Traffic Edition is not available in North America.

12 Qualifies for local countries' warranty for regulated traffic signs printed with green, blue, brown, red, purple, black, and yellow colors. 3M™ ElectroCut™ Film 1170C Clear Overlaminate is required to receive the 3M™ MCS™ Warranty for Traffic.

13 3M™ MCS™ Warranty not offered when using "3M™ Engineer Grade Prismatic Reflective Sheeting Series 3430", "3M™ Diamond Grade™ Fluorescent Work Zone Sheeting 3924S Fluorescent Orange" or 3M™ Advanced Flexible Engineer Grade Reflective Sheeting Series 7300.