THREE REASONS TO CONSIDER

A LARGE-FORMAT PRINTER

WITH WHITE INK

For print service providers (PSPs) who are looking to differentiate their businesses, an important consideration is the addition of white ink that can enable extending into high-value jobs, the potential for earning higher margins, and the ability to offer applications that can meet brand needs in unique and inventive ways.

IMPACTFUL STORIES

Learn how other print businesses are already taking advantage of white ink to expand their opportunities

"Latex technology has a pure and solid white. The color is punchy, it's amazing."

Robert Zudikian. Founder PJR Kuwait.

"Thanks to white ink, my customers come back for more jobs and new applications. For me, it´s the whitest white that exists on the market."

*Daniel Tejero, General Manager,
Marte Impresiones, Spain.*

"We are using white ink, and we are using it ways nobody has even thought of. It has given us the opportunity to knock out reflectivity and to provide texture to the print."

Sean Davis, Luxe Auto Concepts. U.S.

"HP has a sandwich mode that can print up to five layers . Putting a back color layer, gives you the ability to not lose the color vibrancy when its lit."

*Lisa Gerstner, Production Manager United Visual
Branding, USA*
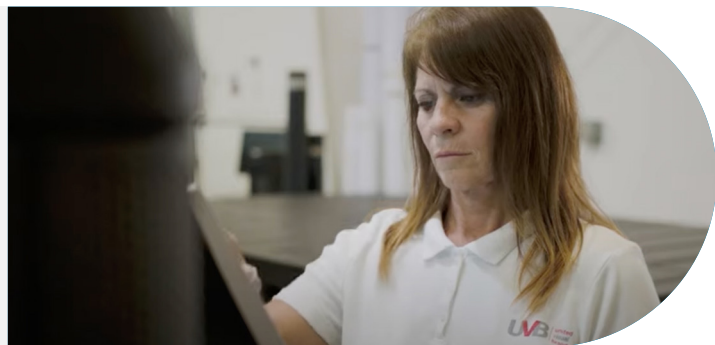
DISCOVER THREE REASONS TO CONSIDER A LARGE-FORMAT PRINTER WITH WHITE INK.

REASON 1

Help your customers shine with stunning printing results

Advertisers are looking for high-impact promotional material to capture attention. The combination of a great design and an outstanding print job can be the difference between success and failure. That's why many advertisers and creatives are turning to large-format printers, with the ability to produce high-value prints with a broad range of media and rich output with vivid, saturated color. One of the most surprising ways they're doing this, is by using white ink.

How can white ink benefit a design?

➕ Increase opacity and vividness for applications on transparent and colored media.

➕ Give images sharper edges for greater impact and striking contrast, using pure black to improve visibility for signage.

➕ Add a white background layer to CMYK images for applications such as backlit signage to emphasize a beautiful design and make the colors appear more vivid.

➕ Improve color rendering when used as a base ink on translucent or transparent support, for eye-catching visibility—ideal for window stickers

REASON 2

Help diversify your portfolio

White ink can help extend a portfolio of print applications:

⊕ WINDOW GRAPHICS

When printing on a transparent substrate to be applied to windows, traditionally much of the color impact has been lost due to the light passing through the ink. Add a white underfill, overfill, or even a straight up spot white print to display a stylish, crisp, and clear message.

⊕ STICKERS AND LABELS

Create high-impact customized stickers printed on transparent, colored, or even metallic self-adhesive media using white ink.

⊕ PRINTED DÉCOR

Capture the growing demand for customized décor jobs. Achieve amazing results on colored wallpapers, or special substrates like wood, aluminum, glass, ceramic, and acrylic while preserving the media look and feel

⊕ DAY AND NIGHT BACKLIT SIGNS

For eye-catching LED advertising displays. Add a thin layer of white ink sandwiched between 2 color layers. This means that during the day you only see the image on top of the white ink, correctly representing your color, but at night when illuminated, you get the density of both color layers which enables true color fidelity. This application also presents opportunities for savvy marketers to incorporate a slightly different image on the underside layer, so you get two advertisements in one!
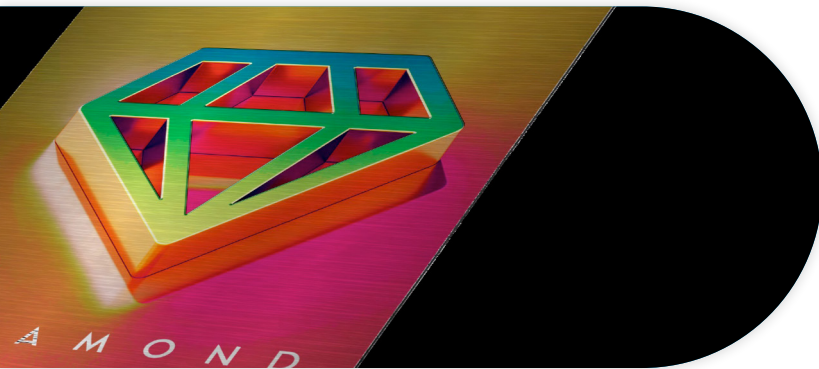
REASON 3

Reach high-margin jobs
and do more in-house

Because many PSPs don't have a large-format printer with white ink, many high-margin jobs end up being outsourced. For those who do have the ability to print with white ink, this creates the opportunity to build two new revenue streams: the jobs that come to them directly, which they no longer need to outsource, and the jobs that other PSPs bring to them. And the best way to do this is to take advantage of the unique competitive edge provided by the white ink.

Research shows that HP Latex is the technology of choice for the industry's top high-margin applications, reflecting its unique competitive advantages for printing signage and décor, as well as its excellent white ink capabilities. HP Latex Technology is helping PSPs to take on more jobs, outsource less, and do more in-house, so they can drive an average gross margin higher than 30%.[1]

Investing in a LARGE-FORMAT PRINTER with the capability to print WITH WHITE INK is a great way to help gain a competitive edge and increase margins.

Investing in HP Latex printers with white ink capabilities, such as the HP Latex 700 W, 800 W, and R series Printers, can give you just such an edge. These printers enable you to offer high-impact graphics that can earn high margins and make you a go-to destination for anyone who needs a valuable large-format printing partner.

The HP Latex 700 W and 800 W Printers and the HP Latex R Printer series can help you reach new horizons for your print business with the glossiest,[2] whitest[3] white without complexity.

1. Based on research commissioned by HP and conducted July, 2020 with 100 print service providers across the U.S., Germany, and India. For the highest margin applications identified in the research (up to 44% gross margin), an average of 60% of respondents said that they use HP Latex Technology to produce those applications vs other printing technologies.

2. Glossiest white based on HP Latex R Printer series. Glossiest white based on internal HP testing in January, 2018 compared to leading competitive printers with CMYK configuration under $350,000 USD. Based on level of gloss at 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure.

3. Whitest white based on 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 873 3-liter or HP 832 1-liter White Latex Ink Cartridges. Visual opacity = 91%.

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