

# HP Latex R Printer Series

SHARPEN THE QUALITY OF ANY RIGID SUBSTRATE WITH  
THE MOST VIBRANT COLORS<sup>1</sup> AND GLOSSIEST WHITE<sup>2</sup>

Welcome to The R Series Revolution.

Transform rigid and flexible printing in ways you never thought possible with HP's hybrid Latex printers.



# Impactful Stories



“When I see this machine in action, see the results that it gives and the amount of substrates on which it can print, it’s another world. It’s a before and after in digital printing. With this machine, there are markets that previously were impossible to do.”

*Carlos Calo, CdeC*

“Compared to current technology, adhesion is superior, color gamut is increased, the print quality is spot on. The HP Latex R2000 Printer allows us to continue to push the boundaries for our customers.”

*Adam Parnell, Easy Signs*



“The HP Latex R2000 Printer is a perfect addition for us. The big advantage of the machine is the absence of smell. We have a larger color gamut which is also a great effect. The opacity of the white is just amazing. A huge advantage.”

*Ronny Kuss, Kuss Medienproduktion*







## Revolutionary Printing

Staying ahead in the printing world means investing in new technology and innovation, such as the ability to print on both rigid and flexible substrates with water-based inks. HP's revolutionary Latex R Printer series offers your customers the ability to showcase their products or services in unique and inventive ways with the glossiest white<sup>2</sup> and the most vibrant colors<sup>1</sup> on rigid substrates. With a trusted brand like HP, your business can open a whole new world of opportunities.

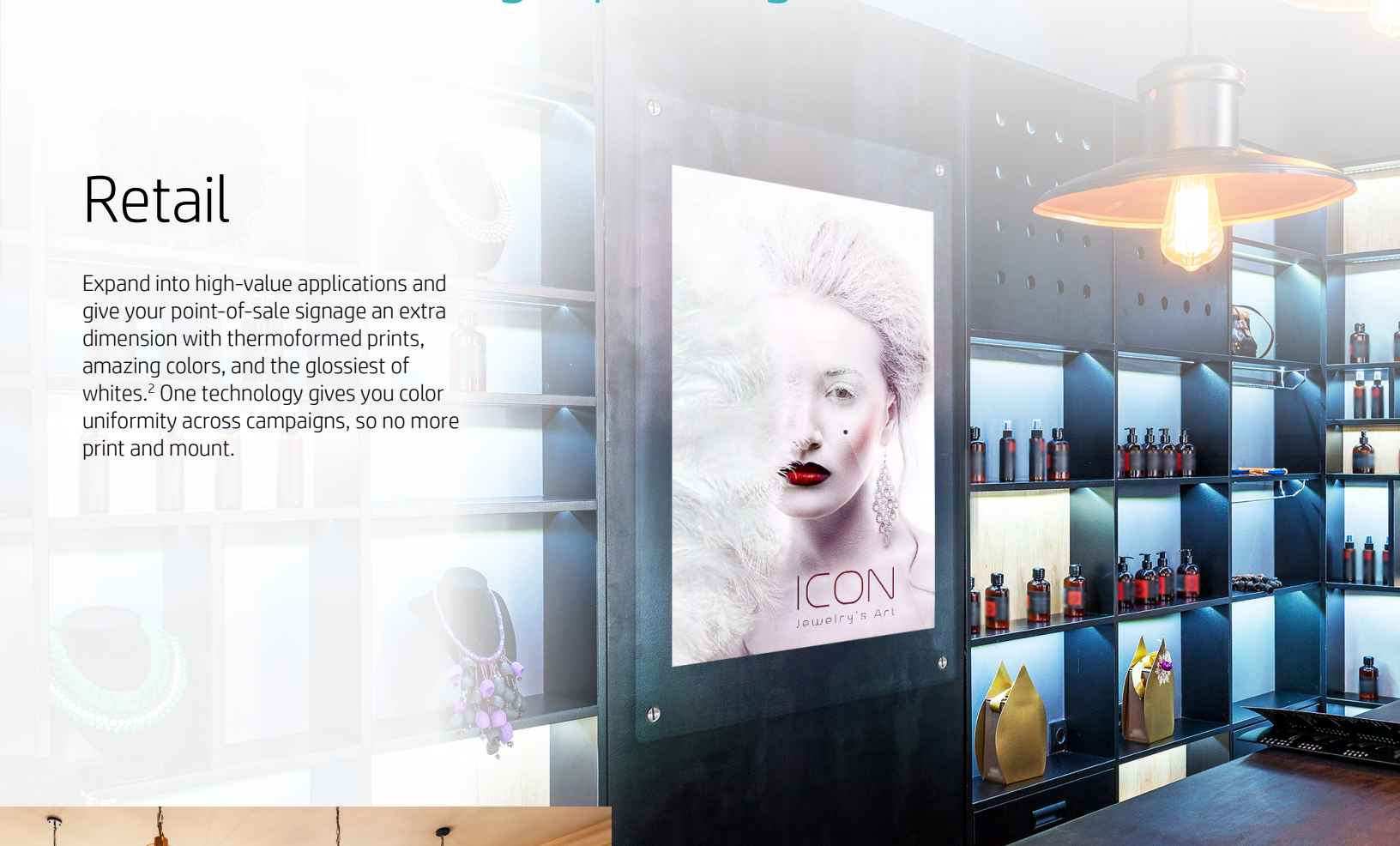




# Transform almost any surface with HP Latex rigid printing

## Retail

Expand into high-value applications and give your point-of-sale signage an extra dimension with thermoformed prints, amazing colors, and the glossiest of whites.<sup>2</sup> One technology gives you color uniformity across campaigns, so no more print and mount.





# Decoration

Achieve glossy white beyond compare<sup>2</sup> on substrates like wood, aluminum, glass, ceramic, and acrylic while preserving the media look and feel.





# Window graphics

Set yourself apart from the competition with high-opacity white that resists yellowing over time for applications on transparent and colored media.<sup>2</sup>





# Outdoor signage

Create amazing and durable outdoor signage. Water-based HP Latex Inks provide high adhesion and outstanding scratch resistance<sup>3</sup> for applications like fluted polypropylene or banners, so you can assemble and cut without chipping.



# Packaging

Say yes to short runs and create high-impact customized packaging. Flexible HP Latex Inks allow superb bending and folding without cracking.





# Exhibitions & events

Offer brand color consistency across rigid and flexible using one printer. HP Latex Inks produce odorless prints,<sup>4</sup> ideal for indoor applications.



# Vehicle wraps & graphics

Grow your business with high-quality, easy-to-install vehicle wraps. HP Latex Inks produce prints that come out dry, enabling instant lamination.

# Revolutionary Technology

HP Latex combines more advantages into one technology than any competitive alternative.



## Application Versatility

Print on your choice of substrates and get scratch-resistant,<sup>3</sup> durable prints with HP Latex Inks. With our high-efficiency curing system, prints come out dry and ready-to-use.



## High Quality and Productivity

Get the color, quality, and consistency you expect with HP Latex printheads and the spectrophotometer. HP Latex Optimizer, our Optical Belt Advance System, and smart vacuum enable high quality even at the highest productivity levels.

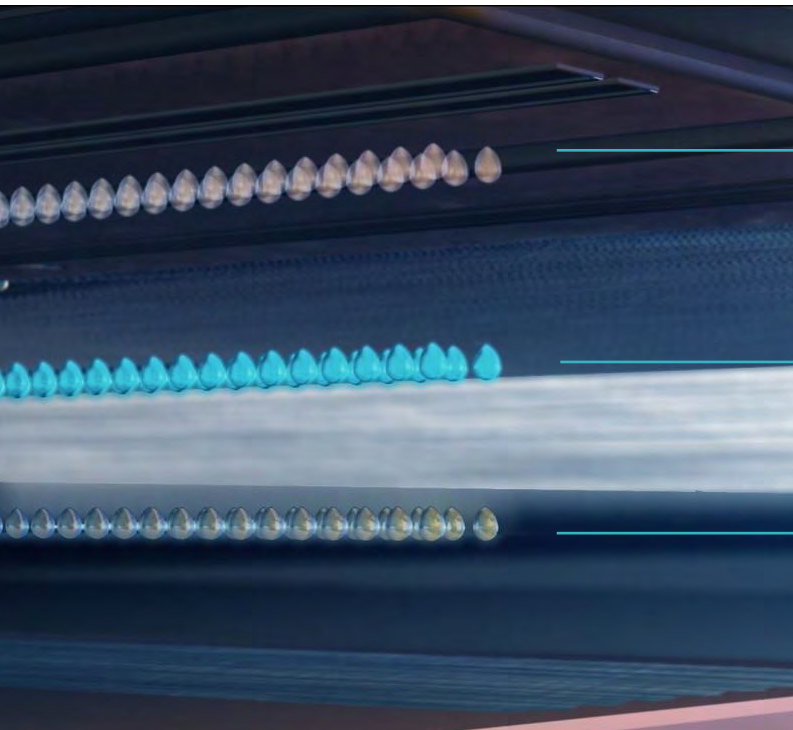


## End-to-end Sustainability

Embrace a more sustainable approach with water-based inks and recyclable HP ink cartridges.<sup>5</sup> Odorless prints<sup>4</sup> allow you to reach more indoor spaces.

## HP Latex R Series Inks

We've redesigned HP Latex Inks to extend to rigid substrates while maintaining the proven HP Latex experience on flexible.



### HP Latex Overcoat

An anti-scratch agent protecting your print from everyday exposures. The modular design allows the amount of overcoat applied to be tuned for top performance across multiple substrates, or not used at all when laminating.

### Color

A water-based pigment-ink technology brings the vibrant HP Latex color gamut to rigid using a thin ink layer that preserves media look and feel.

### HP Latex Optimizer

Designed to rapidly separate and immobilize the pigment colorants from the water-based ink vehicle at the print substrate surface, producing sharp text and image detail.



# HP Latex White Ink

## Outstanding benefits of our white HP Latex Ink



### The glossiest of whites<sup>2</sup>

Our white ink lays smooth, even, and flat so it takes on the shape of the media. It reflects light directly and uniformly, for a high gloss consistency. UV-curable ink lays unevenly, hides media texture, and can reduce gloss and color.



### Resists yellowing over time<sup>2</sup>

Our white ink is highly resistant to photochemical reactions and doesn't contain photoinitiators or optical brighteners, unlike UV-curable inks.

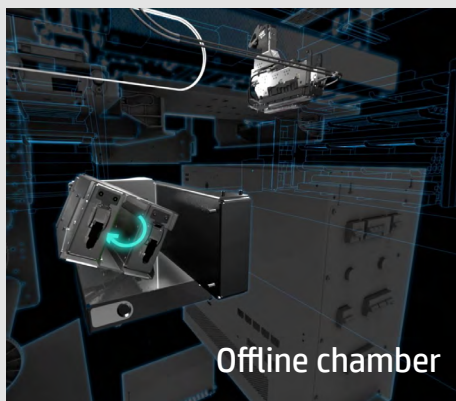


### High opacity<sup>2</sup>

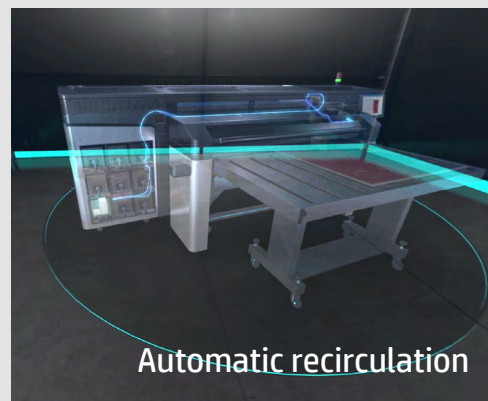
Our white ink achieves a very opaque, visually strong white by using exterior grade titanium dioxide pigments that are three times the size of the colored ink particles and twice the volume.

### We've removed the barriers to printing with white<sup>2</sup>

HP's white ink solution has an innovative system that recirculates the white ink – both within the ink delivery system and at the printhead. Removable HP Thermal Inkjet printheads are stored in the offline rotating chamber, for no clogs and no waste between jobs.<sup>6</sup>

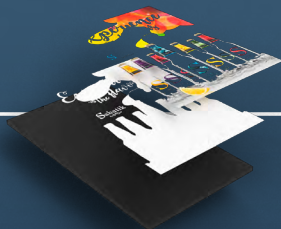


Offline chamber



Automatic recirculation

Underflood



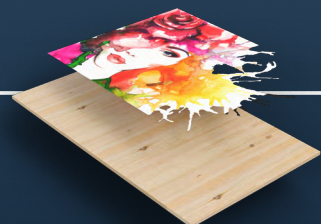
Overflood



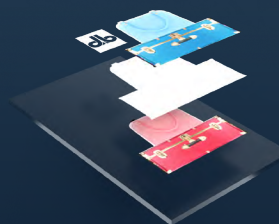
### White print modes

The HP Latex R Printer series is capable of printing white and colored inks in five different modes and using different ink levels depending on the intended application and media to be used.

Spot mode



3 and 5 layer modes  
(Day & night / Blockout)



# Hybrid Printers

A true hybrid solution, for printing rigid and flexible media on one single device with a fast changeover.

## RIGID



Belt system delivering quality  
@ speed up to 926 ft<sup>2</sup>/hr (86 m<sup>2</sup>/hr) –  
28 boards/hr

Smart vacuum system

Materials up to 98.4-in (2.5-m) wide  
and up to 1.96-in (5-cm) thick

Rigid specs shown apply to the HP Latex R2000 Plus Printer. Feature availability and related performance varies by printer. See individual product data sheets for more information at [hp.com/go/LatexRseries](http://hp.com/go/LatexRseries).

**Reliable unattended printing**  
Sensors detect and automatically  
respond to unexpected problems

## FLEXIBLE



**Assisted loading  
and alignment**  
For accurate  
media loading

# Smart printer system

Automatic processes, less interventions, less errors

Two front panels, front and back;  
less walking and intuitive design for  
easy operation and maintenance



Automatic printhead  
maintenance, nozzle checks,  
and compensations



Automatic width and thickness  
measurements, multi-sheet  
printing, crash sensor



Assisted loading of flexible, with  
skew correction

Smart printer system feature availability varies by printer. See individual product data sheets for more information at [hp.com/go/LatexRseries](http://hp.com/go/LatexRseries).



# Belt system

Mesh belt

Lateral ridges

Smart vacuum

Enhances the smart vacuum and prevents vacuum marks

Accurately measures and automatically adjusts media advance, preventing lateral movement

Automatically controlled vacuum zones enable easy loading and adjust pressure according to media type

## Guided and assisted workflows for easy learning

Conveniently located buttons and lights to assist the operator



Touchscreen, intuitive interface



Animations and videos for new users, easily skipped by expert operators



Print in a few clicks for more productivity, fewer operator mistakes



# Unique Benefits

If you're wondering which HP Latex R series printer would be the perfect fit, you're in the right place.

## HP Latex R1000 Printers

- Expand your offering with white, we've removed the barriers<sup>2</sup>
- Get more versatility in one device for high-value jobs
- Manage your peaks in-house with smart printing
- Help avoid costly operating errors with an easy interface

## HP Latex R2000 Plus Printer

- Drive sustained production with unprecedented quality and colors<sup>1,2</sup>
- Absorb production peaks with high-speed quality and multi-board printing
- Expand your offering with the glossiest, high-opacity white<sup>2</sup>
- Help reduce running costs with 5-liter HP Latex Ink cartridges<sup>7</sup>



HP Latex R1000 Printer

HP Latex R1000 Plus Printer

HP Latex R2000 Plus Printer

### Dimensions

Printer	166 x 80 x 69 in (4.21 x 2.04 x 1.75 m)	166 x 80 x 69 in (4.21 x 2.04 x 1.75 m)	201 x 80 x 69 in (5.10 x 2.04 x 1.75 m)
Including standard input and output tables	166 x 143 x 69 in (4.21 x 3.64 x 1.75 m)	166 x 143 x 69 in (4.21 x 3.64 x 1.75 m)	201 x 143 x 69 in (5.10 x 3.64 x 1.75 m)

### Rigid printing

Maximum width	64.4-in (1.64-m) wide boards	64.4-in (1.64-m) wide boards	98.4-in (2.5-m) wide boards
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### Flexible printing

Maximum width	Available only with the HP Latex R1000 Roll Printing Accessory Kit	64.4-in (1.64-m) wide rolls	98.4-in (2.5-m) wide rolls
Maximum weight		149.9-lb (68-kg) rolls	220.4-lb (100-kg) rolls

### Productivity

Indoor Production (6 pass, 100%) on 4 x 8 ft (1.2 x 2.4 m) boards	301ft <sup>2</sup> /hr (28m <sup>2</sup> /hr) - 7 boards/hr	301ft <sup>2</sup> /hr (28m <sup>2</sup> /hr) - 7 boards/hr	463ft <sup>2</sup> /hr (43 m <sup>2</sup> /hr) - 14 boards/hr
Outdoor (3 pass, 70%) on 4 x 8 ft (1.2 x 2.4 m) boards	603ft <sup>2</sup> /hr (56 m <sup>2</sup> /hr) - 15 boards/hr	603ft <sup>2</sup> /hr (56 m <sup>2</sup> /hr) - 15 boards/hr	926 ft <sup>2</sup> /hr (86 m <sup>2</sup> /hr) - 28 boards/hr

### Ink cartridges

Size colors	3-liter ink cartridges	3-liter ink cartridges	5-liter ink cartridges
Size white	3-liter ink cartridge	3-liter ink cartridge	3-liter ink cartridge

# Solutions

## Discover smart printing with HP PrintOS.

Maintain control of your production and costs with the help of cloud-based technology designed to provide unprecedented line-of-sight into your business, simplify production processes, and help you grow.

### Improve operational excellence

Stay on top of daily projects and make informed decisions based on real-time data, from virtually anywhere at anytime.<sup>8</sup>

Gain visibility to your connected HP printers and monitor status, downtime, and ink and substrate consumption.

Eliminate repetitive, time-consuming setup procedures through automatic backup and restore of your printers' substrate configurations.

Deliver consistent reprints, even when printing a job on multiple compatible printers, by remotely configuring your printer.

#### Print Beat



Optimize production with real-time insights

#### PrintOS Mobile app<sup>8</sup>



Control your print operations anytime, anywhere

#### Configuration Center



Achieve consistent color configurations

#### Service Center for PSPs



Open and track all service activity through a single portal<sup>9</sup>

Sign up at [printos.com](https://printos.com)  
Learn more at [hp.com/go/latexprintos](https://hp.com/go/latexprintos)

# Services

## Fuel your success with confidence with the HP Service Edge.

Develop your competitive edge and stay ahead of the competition with the HP Service Edge. From day one we work side by side with you to help you get a quick return on your investment.



### START STRONG

Get your printer up and running at full production quickly and maintain production on your own. From installation to basic training, we help bring your operators fully up to speed.



### DRIVE GROWTH

Boost your productivity and color management skills to move to higher value applications with the support of your dedicated local engineer<sup>10</sup> and account management services team, who will also support you during peak season with preventive maintenance.



### WORK SMARTER

Maintain a highly trained staff and take care of issues before they impact production. We're ready when you need help<sup>11</sup> and we can alert you to potential issues.

Learn more at [hp.com/go/LFservices](https://hp.com/go/LFservices)



<sup>1</sup> Most vibrant colors based on internal HP testing, January 2018 compared to leading competitive printers under \$350,000 USD. Tested in High Quality print mode on rigid (white acrylic 12-pass, 6-color, 120%). Internal HP testing with HP GamutViewer, Alpha Shapes=50000.

<sup>2</sup> Glossiest white based on internal HP testing in January, 2018 compared to the HP Scitex FB750/FB550 Printer using UV-curable ink technology. White ink measured for the 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. High opacity and resists yellowing over time based on internal HP WeatherOmeter testing October, 2017 with 1 dot-per-pixel HP Latex Overcoat, on a range of rigid and flexible unlaminated substrates. Yellowing based on L\* and B\* of white underflood samples. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.

<sup>3</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 January, 2018 demonstrating equivalent scratch-resistance performance for prints produced with HP Latex Inks for the HP Latex R Printer series and HP Latex Inks for the HP Latex 1500 Printer that provide scratch resistance comparable to representative hard-solvent inks on self-adhesive vinyl and PVC banner. Estimates by HP Image Permanence Lab on a range of media.

<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> Printing supplies eligible for recycling vary by printer. Visit [hp.com/recycle](http://hp.com/recycle) to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

<sup>6</sup> When HP 886 White Latex Printheads are placed in the storage cassettes, no white ink is used for servicing when printheads are not in use.

<sup>7</sup> Compared to the HP Latex R1000 Printer series with 3-liter HP Latex Ink cartridges. For the HP Latex R2000 Printer series, all colors in 5-liter ink cartridges except white.

<sup>8</sup> The HP PrintOS Mobile Application is compatible with Android 4.0 or later and iPhone mobile digital devices running iOS 8 or later, and requires the printer and the smart phone to be connected to the Internet.

<sup>9</sup> HP Service Center does not support case creation for non-entitled printers.

<sup>10</sup> Services may be provided by HP or an HP-authorized partner.

<sup>11</sup> Some services depend on printer, service contract, and region availability.