

Zoeken

HP Unveils Rigid Latex Printing Technology

New technology enables latex printing on multiple surfaces, including breakthrough HP White Latex Ink

News highlights

- **First true hybrid HP Latex Printing technology, offering both flexible and rigid printing**
- **Introduces HP's White Latex Ink, an industry breakthrough**
- **First solution to produce totally odorless prints with eco-friendly, Original HP Latex water-based inks**
- **Enables Print Service Providers to expand their offering and enter new markets**

Amstelveen, 22 maart 2018 — Today at ISA Sign Expo, HP Inc. announced the HP Latex R Series, the first, true hybrid latex technology that merges HP's renowned flexible printing capabilities into rigid printing. The HP Latex R Series brings the most vibrant colors[1] into the rigid printing world, and pioneers white ink capabilities with the introduction of HP Latex White Ink.

The HP Latex R series brings unparalleled speed and quality to a wide range of rigid materials, such as foamboards, foam PVC, cardboard, fluted polypropylene, solid plastics, aluminum, wood and glass among others.

Unlike UV printing technology, which creates a thick layer of ink that completely covers the material and requires time to dry, HP's water-based Latex Inks preserve the look and feel of the media, and deliver odorless prints that are both safe for the environment and the printer operator.

"With the new HP Latex Rigid Technology, our customers can expand their offering into new, high-value applications while also opening fresh creative ideas and concepts for sign and display that provide their users greater value," said Joan Perez Pericot, General Manager, HP Large Format Graphics Business, HP Inc.

Tackling one of the industry's most pervasive limitations in printing, HP's White Latex Ink has an innovative system that recirculates the white ink to avoid settling. For the first time, HP's innovative White Latex Ink delivers glossy, high-quality "true white" that doesn't yellow over time like traditional UV-based white ink does.

"White ink has been a consistent problem for the industry. Traditionally it uses bigger and heavier pigment particles that frequently clog printheads, or the opaque mixture becomes separated and settles to the bottom of the ink reservoir. Until now, physically shaking the reservoirs often has been the necessary solution," said Thom Brown, Chief Inkologist at HP. "Through HP's investment in innovation around chemistry and engineering, the white ink solution with the HP Latex R Series is an industry breakthrough."

The HP Latex R Series will be available during Q3 of 2018, with a full industry debut occurring in May at FESPA in Berlin, Germany. Follow HP Graphics on Facebook, Twitter, YouTube and LinkedIn.

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