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HP Latex R Printer Series celebrates its first anniversary at FESPA 2019

Customers highlight their ability to transform and grow their businesses with HP's hybrid Latex technology

Today we are celebrating the **First Anniversary milestone of the HP Latex R Printer Series** (HP Latex R1000 and HP Latex R2000), announced at FESPA last year, which signified HP's breakthrough hybrid latex printer for flexible and rigid sign and display printing in just one device.

A year on from the launch we are receiving outstanding feedback from our customers across EMEA that have successfully transformed and are growing their business thanks to the adoption of HP Latex technology. Primary responses from our customers highlight the amazing colours and bright finishes they are now able to achieve on directly rigid substrates with Latex technology.

Since the launch of the HP Latex R series, HP has in essence been helping industries to develop and is enabling customers to produce high-value products across Retail POP, event and exhibition graphics, as well as in interior decoration.

In praising the **efficiency and print quality** of the HP Latex R Printer Series, Italian exhibition stands building customer 'Up & Go' claimed that the HP Latex R2000 has allowed them to *"increase production speed, greatly improve print quality and print on several different materials."* Davide Barlassina, Design Account Manager, Up & Go explained, *"thanks to the features of this printer, the hand-made wood scenography is enriched by the printing quality, giving it an artistic value."*

Additionally, Portuguese company, SIGN, described the HP Latex R2000 as a ‘game-changer’ adding: “What really impressed us is that the printing brings personality to the surface – glossy keeps glossy, matt keeps matt and textures are not changed by the ink layer. This is a big improvement when printing on rigid substrates because you can’t achieve this with UV technology.”

Win Sport, an Italian company that produces flexible and rigid advertising materials for events and trade shows, described the **HP Latex white ink** capabilities as an added ‘bonus’.

Antonella Erbisti, Entrepreneur, Win Sport praised the applications of the white ink: “*We can finally wrap vehicles using white ink which at a time was unthinkable. We are excited that we can continuously create quality and eco-sustainable products respecting our territory and environment.*”

Another benefit of the HP Latex R Series lies in its **water-based odourless inks** that are helping businesses progress in a healthy and sustainable way. HP Latex ink technology carries a broad set of credentials addressing the full spectrum of environmental concerns; from ink chemistry and indoor air quality – both for print production and display – to lifecycle considerations, earning recognition for products as environmentally preferred overall. Paolo Bai from modern Italian digital signage company Colorby stated, “*in the past, the use of solvent inks created an unhealthy production environment and unsanitary finished products. We lost orders in restaurants and closed environments. When we installed the first HP Latex printer, its odourless inks allowed us to greatly improve our production environment and eliminate any odour on the finished products.*”

The ability to **print on flexible and rigid materials with the same inks** is another benefit highlighted by most customers. Saint-Francois de Paule in Frejus, a small school in France, worked with Groupe Riccobono to decorate the windows and the inside of the school. The project, which evolved from an initial decorative state to an educational state, promoted the protection of the environment. Sophie Riccobono, Marketing and Communications Manager at Groupe Riccobono emphasised: “*We really care about the environment. HP Latex inks are water-based, ideal for use in hospitals, in schools or nurseries.*”

In addition to the print quality, this series has been praised for **providing a smart printing experience** that allows our customers to stay on top of the print performance whilst simultaneously providing data-driven insights to help control production – effectively cutting waste and revolutionising the way we interact with our customers.

We have also taken a unique approach to manage the customers installed base through our breakthrough **cloud connected technology** today embedded in our HP Latex printers. This technology

allows our customers to stay on top of printer performance even while away from their printer and get data-driven insights to help control production. Additionally, it has also improved the way we are interacting with our large number of customers, enabling permanent two-way dialogue and fast feedback.

The HP Latex R1000 will be available on display at the HP booth (A5-F30) at FESPA 2019. Please feel free to swing by the HP booth if you would like a demo of this modern technology.

About HP

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ABOUT HP NEDERLAND

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