

HP Latex 310 Printer (1.37 m / 54 in)



Your entry option to outdoor—and a perfect fit for small spaces

More applications. Same-day delivery. Keep costs low. HP Latex printing can generate higher profit than eco-solvent—gain all the advantages of HP Latex printing, including wider application versatility with a single printer and prints that come out completely dry, allowing same-day delivery. Buy in at an affordable price, and see how you can keep your running costs low.

Features unique to the HP Latex 310 Printer

- Compact footprint—1.37-m / 54-in wide



- Two plugs

No special installation, no dedicated power line needed



- SAi FlexiPrint HP Edition



Rip in the box

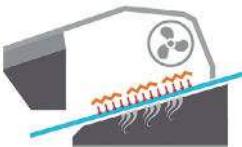
Edge holders

Protecting your investment



High-efficiency curing

Outstanding media performance



HP 831 775-ml Latex Inks

Scratch resistance comparable to hard-solvent inks on SAV and PVC banner¹



- QR Codes for help
- Web connected
- Print job preview
- Media profile management

Accessories

- HP Latex 54-in Take Up Reel

Unattended printing



Front media loading table

Ease of use, single operator task



Print zone

Accessible print zone with large window and lights



HP Latex Optimizer

High image quality at high speed

OP



HP 831 Latex Printheads

1200 dpi, user-replaceable printheads



HP 831 Latex Maintenance Cartridge

Fully automated servicing, with a single waste ink supply



HP Latex 310 Printer

Target customers

Small sign shops & copy shops

- Limited space
- Single operator shop
- Average usage up to 300 m² (3229 ft²)/month

What's in the box

- Two power cords
- Edge holders
- One set of HP 831 Latex Printheads
- HP 831 Latex Maintenance Cartridge
- User maintenance kit
- 2-in spindle with 3-inch core adaptor
- SAI FlexiPrint HP Edition RIP

Application versatility

- Delivers consistent colors to <= 2 dE2000²
- Expanded media versatility:
 - Excellent performance on vinyl, banner, and backlit films
 - Compatibility with a wider range of substrates, especially heat-sensitive polyesters

Same-day delivery

- Print and deliver in record time with fast warm-up
- HP 831 Latex Inks—high-quality, durable images
- HP Latex Optimizer—high image quality at high productivity
- Outdoor display permanence up to 3 years unlaminated, up to 5 years laminated¹
- Scratch resistance comparable to hard-solvent inks on SAV and PVC banner

Keep costs low

- Easy front media loading for single operator use
- Fully automated servicing with single waste ink supply with the HP 831 Latex Maintenance Cartridge
- HP Quick Substrate Profiling:
 - Full set of onboard generic and specific HP substrate profiles
 - Online substrate profile library access to over 250 custom profiles
 - Fine-tune everyday substrate profiles—easily edit, clone, and remove profiles
- Intuitive SAI FlexiPrint HP Edition RIP included inbox

Healthier printing³

Supplies recycling



HP Planet Partners Program⁴
HP Large Format Media
take-back program⁵

HP Latex 310 Printer



PRODUCT CERTIFIED FOR
REDUCED ENVIRONMENTAL
IMPACT. VIEW SPECIFIC
ATTRIBUTES EVALUATED:
UL.COM/EL
UL 2001

PRODUCT CERTIFIED
FOR LOW CHEMICAL
EMISSIONS:
UL.COM/GG
UL 2818

Print modes

Print mode	Print mode name	Viewing distance	Throughput (m ² /hr)	Throughput (ft ² /hr)
20p 6c	Backlits, Textiles, and Canvas	< 1 m	5	54
16p 6c	Backlits, Textiles, and Canvas	< 1 m	6	65
10p 6c	Indoor High Quality	< 1 m	10	108
8p 6c	Indoor Quality	1-3 m	12	129
6p 6c	Outdoor Plus	> 3 m	16	174
2p 4c	Maximum Speed	> 5 m	48	517

Printing materials



The mark of
responsible
forestry

FSC®-certified
HP printing
materials⁶



PEFC™
PEFC™/29-31-198
PEFC™/29-31-198
PEFC™/29-31-198
PEFC™/29-31-198
PEFC™/29-31-198

PEFC™-certified
HP printing materials⁷



1121
Hewlett-Packard Company, P.O. Box CA, 90304
Manufacturing, 1000 1000 1000
EN 1592

HP PVC-free Wall Paper⁸



REACH
REACH compliant⁹

Prints



*Information sur le niveau
d'émission de substances
volatiles dans l'air intérieur,
présentant un risque de toxicité
par inhalation, sur une échelle
de classe allant de A+ (très
faibles émissions) à C (fortes
émissions).

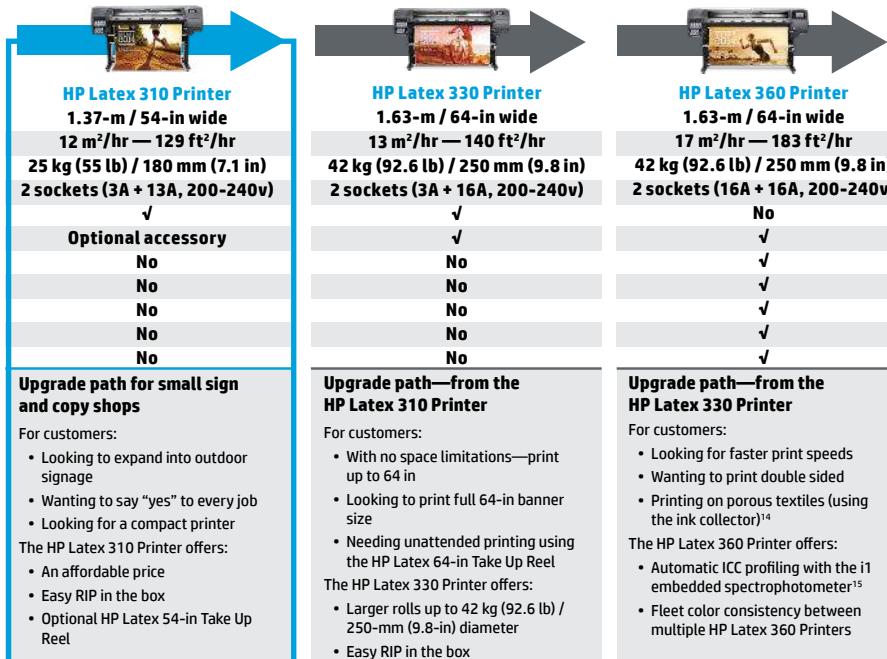


PRODUCT CERTIFIED
FOR LOW CHEMICAL
EMISSIONS:
UL.COM/GG
UL 2818
HP PVC-free Wall Paper¹⁰

Earn LEED credits¹²
HP PVC-free Wall Paper

Meets AgBB criteria¹³
HP PVC-free Wall Paper

HP Latex 300 Printer series—help me choose with upgrade path



¹ Estimates by HP Image Permanence Lab on a range of media. Scratch-resistance comparison based on testing HP Latex Inks and representative hard-solvent inks. Outdoor display permanence tested according to SAE J2527 using HP Latex Inks on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Laminated display permanence using HP Clear Gloss Cast Overlaminate. Results may vary based on specific media performance.

² The color variation inside a printed job has been measured to be within this limit: maximum color difference (95% of colors) <= 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIE Draft Standard D5 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

³ Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDS and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

⁴ Applicable to HP 831 Latex Ink Cartridges and HP 831 Latex Printheads. Visit hp.com/recycle to see how to participate and for HP Planet Partners program features and availability; program may not be available in your area. Where this program is not available, consult the Material Safety Data Sheet (MSDS) available at hp.com/go/ecodata to determine appropriate disposal.

⁵ HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See globalBMG.com/hp/ecosolutions for details.

⁶ HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environmental Association.

⁷ HP trademark license code FSC®-C017543, see fsc.org. HP trademark license code PEFC™/29-31-198, see pefc.org. Not all FSC®- or PEFC™-certified products are available in all regions. For information about HP large format printing materials, please visit globalBMG.com/hp.

⁸ According to European Standard EN15102.

⁹ HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl are REACH compliant. These products do not contain substances listed as SVHC (15) per Annex XIV of the EU REACH directive published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Declaration published at hp.com/recycle.

¹⁰ Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

¹¹ HP PVC-free Wall Paper printed with HP Latex Inks is UL GREENGUARD GOLD Certified. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

¹² To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, UL PVC-free Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

¹³ HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products. See umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zur-gesundheitlichen-bewertung-von.

¹⁴ Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator. For best results, use textiles that do not stretch. The ink collector is required for porous textiles.

¹⁵ ICC profiling with the spectrophotometer does not support textiles and banners.

