

# HP Latex 360 Printer (1.63 m / 64 in)



## Designed to handle highly demanding turnarounds

**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 360 Printer

#### Large 8-in touchscreen



#### HP Latex 360 Ink Collector

Porous media printing<sup>1</sup>



#### HP Optical Media Advance Sensor (OMAS)

High quality at high speed and double-sided printing



#### i1 spectrophotometer

Automatic ICC profiling with the embedded spectrophotometer<sup>2</sup>



#### Edge holders

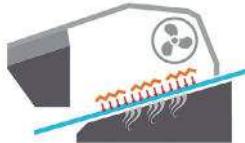
Protecting your investment



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

#### High-efficiency curing

Outstanding media performance



#### HP 831 775-ml Latex Inks

Scratch resistance comparable to hard-solvent inks on SAV and PVC banner<sup>3</sup>



#### 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 64-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 360 Printer

## Target customers

### Medium/large print service providers

- Usage up to 800 m<sup>2</sup> (8611 ft<sup>2</sup>)/month
- Wanting to keep quality at a high level

- Willing to grow print capacity
- Working under very short turnaround times

## What's in the box

- HP Latex 64-in Take Up Reel
- Two industrial 16A power cords
- Edge holders
- One set of HP 831 Latex Printheads
- HP 831 Latex Maintenance Cartridge
- User maintenance kit
- 3-in spindle
- HP Latex Media Loading Accessory
- HP Latex 360 Ink Collector

## Application versatility

- Delivers consistent colors to <= 2 dE2000<sup>4</sup>
- 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 laminated<sup>3</sup>
- 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
- Save time with automatic ICC color profiling with the i1 spectrophotometer<sup>2</sup>

## Healthier printing<sup>5</sup>

### Supplies recycling



HP Planet Partners Program<sup>6</sup>  
HP Large Format Media  
take-back program<sup>7</sup>

### HP Latex 330 Printer



Eco Mark Certification  
Number 14142007  
HP 831 Latex Ink  
Cartridges<sup>8</sup>



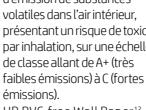
PRODUCT CERTIFIED FOR  
REDUCED ENVIRONMENTAL  
IMPACT. VIEW SPECIFIC  
ATTRIBUTES EVALUATED:  
UL COMEL  
UL 2001

PRODUCT CERTIFIED  
FOR LOW CHEMICAL  
EMISSIONS:  
UL COMIGG  
UL 2818

## Prints



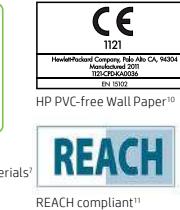
PRODUCT CERTIFIED  
FOR LOW CHEMICAL  
EMISSIONS:  
UL COMIGG  
UL 2818  
HP PVC-free Wall Paper<sup>13</sup>



HP PVC-free Wall Paper<sup>10</sup>

\*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).

REACH



HP PVC-free Wall Paper<sup>10</sup>

REACH compliant<sup>11</sup>

HP PVC-free Wall Paper<sup>12</sup>

Earn LEED credits<sup>14</sup>  
HP PVC-free Wall Paper

Meets AgBB criteria<sup>15</sup>  
HP PVC-free Wall Paper

## Print modes

Print mode	Print mode name	Viewing distance	Throughput (m <sup>2</sup> /hr)	Throughput (ft <sup>2</sup> /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	14	151
8p 6c	Indoor Quality	1-3 m	17	183
6p 6c	Outdoor Plus	> 3 m	23	248
4p 4c	Outdoor High Speed	> 5 m	31	334
1p	Maximum Speed		91	980

## Printing materials



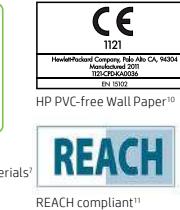
The mark of  
responsible  
forestry

FSC®-certified  
HP printing  
materials<sup>9</sup>



PEFC™  
PEFC/29-31-198  
Program for  
Responsible  
Forest Management  
www.pefc.org

PEFC™-certified  
HP printing materials<sup>10</sup>



HP PVC-free Wall Paper<sup>10</sup>

REACH compliant<sup>11</sup>

<sup>1</sup> Performance may vary depending on media—for more information, see [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator). For best results, use textiles that do not stretch. The ink collector is required for porous textiles.

<sup>2</sup> ICC profiling with the spectrophotometer does not support textiles and banners.

<sup>3</sup> 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.

<sup>4</sup> 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 CIEDE2000 as per CIE Draft Standard D04-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

<sup>5</sup> Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

<sup>6</sup> Applicable to HP 831 Latex Ink Cartridges and HP 831 Latex Printheads. Visit [hp.com/recycle](http://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](http://hp.com/go/ecodata) to determine appropriate disposal.

<sup>7</sup> HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See [globalBMG.com/hp/ecosolutions](http://globalBMG.com/hp/ecosolutions) for details.

<sup>8</sup> HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environment Association.

<sup>9</sup> HP trademark license code FSC®-C017543, see [fsc.org](http://fsc.org). HP trademark license code PEFC™/29-31-198, see [pefc.org](http://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](http://globalBMG.com/hp).

<sup>10</sup> According to European Standard EN15102.

<sup>11</sup> HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl are REACH compliant. These products do not contain substances listed as SVHC (155) 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 Printing Products and Consumable Supplies. Logo source: Copyright European Chemicals Agency.

<sup>12</sup> 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).

<sup>13</sup> 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](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

<sup>14</sup> To obtain 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, HP 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.

<sup>15</sup> 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](http://umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zur-gesundheitlichen-bewertung-von).

