



Innovative printing applications for photofinishers and professional photo labs

Expand into high-value growth opportunities



Do more, offer more on every dimension from a wide range of graphics applications to high image quality and quick turnarounds. HP printing solutions for photofinishers and professional photo labs help you expand and enlarge your photo-applications offering. Whether you want to produce a limited run of gallery-quality images, or take on emerging applications like photo-reproduction on stretched canvases or specialty book covers for a unique occasion, HP solutions deliver the image quality, speed, ease of use, and productivity that can help you move your business forward.

Impress your customers, enable new business growth

Professional photography and fine art



Exhibit the fine art of printing

Produce dazzling professional photography and fine art reproductions. Long lifespan and fade resistance keep prints in top viewing condition on a range of printing materials from canvas to fine art photo papers.

HP Designjet Z-series printers:

- Up to 12 Original HP Photo Inks deliver gallery-quality black and-white and color prints¹
- Wide color gamut with 95% PANTONE® coverage enabled by HP chromatic red ink¹
- High-impact, durable prints that last up to 200 years²

Photo wall murals



Capitalize on growing demand

Complement and expand your current photo offering—and capture a new profit pool—with high-margin, customized photo wall murals.³

HP Latex printers:

- The HP digital printing solution for wall decoration provides innovative tools and solutions across the entire workflow
- HP offers an easy-to-deploy solution for wall murals that covers the entire workflow, from design to finishing
- Provide reassurance with HP Latex Inks and prints in accordance with best-in-class indoor air quality certifications⁴

Canvases for decoration



Help grow your business

From gallery-wrap stretched canvas to wide-format canvases up to 3.2 m (10.5 ft)—including mounted and textured canvases and rounded canvases—expand into a wide range of canvas applications that can yield higher margins.

HP Latex printers:

- HP and our market-leading partners provide the complete canvas printing solution from design to finishing, including multi-panel design with the HP WallArt Solution³
- Scratch-resistant prints simplify handling and eliminate the need for lamination⁵

HP Indigo 7800 Digital Press:

- Expand into new high-margin applications with the ability to print directly on canvas, synthetic substrates, and plastics with HP Indigo One Shot Color technology
- Print quality you can count on with new photo screens and the Automatic Alert Agent
- Simplified color management experience with consistent and accurate color with the inline spectrophotometer

Specialty book covers



First impressions matter

Generate new revenue—and higher margin—potential and differentiate your business by offering impressive and distinctive book covers.

HP Designjet Z-series printers:

- Extensive fine art and photo media compatibility
- High-impact color, smooth transitions, durable results

HP Latex printers:

- Work with specialty substrates from embossed and textured tear-resistant, non-woven papers to textiles⁶
- Maintain high productivity—no special handling needed with flexible HP Latex Inks

HP Designjet Z-series printers

Excellence—the new standard



Graphics printing requires outstanding images for a variety of applications. Affordable and easy-to-use HP Designjet Z-series printers offer reliable printing technology that delivers top-quality graphics on demand. Use a broad spectrum of precise colors to create outstanding color images and impressive black-and-white photos—with smooth transitions between tones. Rely on Original HP Vivid Photo and HP Photo Inks to deliver durable, long-lasting prints. HP Designjet Z-series printers quickly process large files in many formats and operate efficiently to cut turnaround times—helping increase your productivity and meet your customer needs.

High-productivity for high-demand environments

- Turn around orders in record time with print speeds up to 140 m²/hr (1500 ft²/hr)⁷
- Print at top speeds and still see high-quality results with HP Double Swath Technology and the HP Optical Media Advance Sensor (OMAS)⁸
- Gain time—you can handle all your prints immediately using fast-drying Original HP Vivid Photo and HP Photo Inks
- Optimize performance and ink usage—automatic servicing routines help prevent nozzle clogging, media waste

Outstanding image quality on a wide range of applications

- Produce fine art reproductions and specialty book covers in house
- Create unique black-and-white prints—three shades of black HP inks produce outstanding optical density and smooth transitions⁹
- Offer exceptional colors—HP Vivid Photo Inks include chromatic red for a wide color gamut and uniform gloss¹⁰
- Provide extraordinary display permanence—durable prints last up to 200 years²

Advanced color management backed by HP reliability

- See reliable results with HP Professional PANTONE® color emulation and the Adobe PostScript®/PDF kit¹¹
- Generate custom ICC profiles and achieve color accuracy, consistency with the embedded spectrophotometer¹²
- Boost color accuracy—complete coverage of SWOP, ISO, GRACOL, 3DAP, EUROSCALE, TOYO, and FOGRA gamut¹³
- Streamline production with an HP Embedded Web Server and print previews, which help eliminate trial and error¹⁴



HP Photo Inks for the HP Designjet Z3200 Photo Printer series

Help me choose my HP Designjet printer



HP Designjet Z6800 Photo Production Printer



HP Designjet Z6200 Photo Production Printer



HP Designjet Z5200 Photo Printer



HP Designjet Z3200 Photo Printer series

Product description	Fastest 60-in graphics production printer with unrivaled print quality ¹⁵	Fastest 42-in graphics production printer with unrivaled print quality ¹⁷	Professional 8-ink PostScript printer designed for outstanding graphic applications	The most advanced 12-ink printer ²¹ for gallery-quality prints
Media handling - input	Roll feed	Roll feed	Sheet feed, roll feed	Sheet feed, roll feed
Media handling - output	Automatic cutter, take-up reel	Automatic cutter, media bin, optional take-up reel	Media bin, automatic cutter ¹⁹	Media bin, ²² automatic cutter ¹⁹
Media types	Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, fabric, fine art printing material	Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, canvas, fine art printing material	Photographic paper, proofing paper, fine art printing material, self-adhesive, banner and sign, bond and coated, backlit, canvas	Photographic paper, fine art printing material, coated, display-graphic printing material
Maximum roll width	1524 mm (60 in)	1067 mm (42 in)	1118 mm (44 in)	24-in models: 610 mm (24 in) 44-in models: 1118 mm (44 in)
Speed - maximum	140 m ² /hr (1500 ft ² /hr) ¹⁶	113 m ² /hr (1225 ft ² /hr) ¹⁸	41 m ² /hr (445 ft ² /hr) ²⁰	17 m ² /hr (182.9 ft ² /hr) ²³
Print resolution	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi
Inks	Original HP Vivid Photo Inks	Original HP Vivid Photo Inks	Original HP Photo Inks	Original HP Photo Inks
Ink cartridges	8 (mk, R, M, Y, lm, lc, pk, lg)	8 (mk, R, M, Y, lm, lc, pk, lg)	8 (mk, lc, M, Y, lm, C, pk, lg)	12 (M, Y, pk, lg, mk, R, lm, lc, G, B, GN, Gloss Enhancer (E))
Embedded Adobe PostScript®/PDF	Optional	Optional	✓	✓
HP Professional PANTONE® color emulation	✓	✓	✓	✓
HP Instant Printing Pro	—	—	✓	—
Memory	320 GB hard disk	160 GB hard disk	160 GB hard disk	80 GB hard disk
Embedded spectrophotometer¹²	✓	✓	✓	✓
HP Optical Media Advance Sensor (OMAS)	✓	✓	—	—

HP Latex Printing Technologies

Be unstoppable and expand your business



Create new opportunities for your business with HP Latex Printing Technologies

You can obtain high quality at production speeds—helping you deliver same day—at no extra cost compared to solvent printing technology. And you get versatility across a wide variety of media, including coated and uncoated substrates, enabling impressive finished results. Produce odorless prints—and move to healthier printing²⁴—with water-based HP Latex Inks.

Produce high-quality images on a versatile range of media

- High-quality results with 6 colors and 1200 dpi resolution
- Versatility across a wide range of coated and uncoated media types
- Smooth, flexible ink layer ideal for stretching and framing canvases
- User-replaceable HP printheads maintain image quality over the life of the printer

Experience productivity made easy

- Scalable printhead technology enables a range of products with speeds ideal for low- to mid-volume printing
- Shorten time to delivery—prints come out completely dry, laminate immediately
- Reduce maintenance with water-based inks:
 - no daily manual cleaning required
 - turn off printers overnight, weekends, or longer

HP Latex printing is healthier printing²⁴

HP Latex printing can transform your day-to-day operating environment. With water-based HP Latex Inks, you can:

- Simplify regulatory compliance
- Create a safer,²⁵ healthier workplace²⁴
- Reduce shipping, storage, and disposal issues

HP Latex Inks provide many advantages over solvent and UV-curable inks:

- No special ventilation is required²⁶
- HP Latex Inks are non-flammable and non-combustible,²⁵ nickel free²⁷
- No hazard warning labels or Hazardous Air Pollutants (HAPs)²⁸
- Reach new indoor display environments like hospitality, healthcare—odorless prints go where solvent and UV can't

In addition, you can provide reassurance with best-in-class indoor air quality certifications:

- UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria⁴
- UL GREENGUARD GOLD Certified HP Latex Inks are certified to standards for low chemical emissions into indoor air⁵

Help me choose my HP Latex printer





All HP Latex printers provide the same benefits of high image quality, versatility across a wide range of applications and media types, plus healthier printing with HP Latex Inks.²⁴

Selecting the right one for your business is primarily based on your Average Monthly Print Volume (AMPV). Consider your AMPV today, as well as how you foresee volumes growing over the next few years.

Also take into account the maximum width of prints you want to produce, as well as the specific media handling capabilities of each printing system.

HP's third-generation HP Latex printers feature new HP 831 and HP 881 Latex Inks—with all the benefits of HP Latex Inks, plus scratch resistance comparable to hard-solvent inks on self-adhesive vinyl and PVC banner.⁵

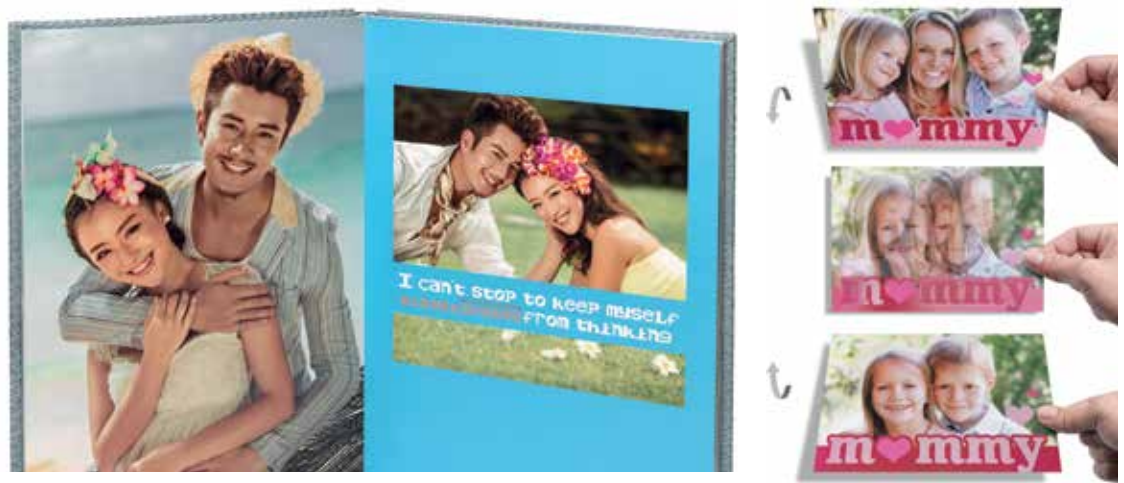
HP Latex printers—third generation

	Low-volume HP Latex printers			Mid-volume HP Latex printers
				
	HP Latex 310 Printer	HP Latex 330 Printer	HP Latex 360 Printer	HP Latex 3000 Printer
Description	A perfect fit for small spaces, this affordable printer frees up workspace and your operator	Gain versatility and enjoy convenient printing of indoor and outdoor jobs with this affordable printer	Produce high quality for indoors and out at production speeds ideal for handling urgent jobs	Achieve industrial productivity and operational efficiency
Media handling	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel – optional accessory 	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel 	<ul style="list-style-type: none"> • Roll-to-free fall • Take-up reel • Double-sided printing²⁹ • Ink collector 	<ul style="list-style-type: none"> • Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided printing²⁹ • Ink collector—optional accessory
HP Latex Inks	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 881 Latex Inks 5-liter cartridges
Maximum media width	137.1 cm (54 in)	162.5 cm (64 in)	162.5 cm (64 in)	320 cm (126 in)
Maximum media loading	25 kg (55 lb)	42 kg (92.6 lb)	42 kg (92.6 lb)	160 kg (350 lb)
Speed - maximum	48 m ² /hr (517 ft ² /hr)	50 m ² /hr (538 ft ² /hr)	91 m ² /hr (980 ft ² /hr)	180 m ² /hr (1950 ft ² /hr)
Speed - indoor quality	12 m ² /hr (129 ft ² /hr)	13 m ² /hr (140 ft ² /hr)	17 m ² /hr (183 ft ² /hr)	77 m ² /hr (830 ft ² /hr)
Average Monthly Print Volume (AMPV)	500 m ² /month 5,000 ft ² /month	500 m ² /month 5,000 ft ² /month	800 m ² /month 8,000 ft ² /month	5,000 m ² /month 50,000 ft ² /month

HP Indigo digital presses for photos

Anything is in reach

HP Indigo photo solutions make it possible to offer a huge range of photo specialty products and can help open high-value revenue streams. HP Indigo digital printing makes it possible to fulfill the high demand for photo products profitably. The high quality and flexibility of HP Indigo printing technology has made it a premier digital photo printing solution worldwide, and a top choice of the world's leading photofinishers.



The true photo quality of prints produced by HP Indigo presses is delivered by our unique printing technology: liquid electrophotography (LEP). This printing process, uses HP Indigo ElectroInk containing electrically charged, minute ink particles dispersed in liquid. The very thin ink layer is almost transparent, exposing the natural attributes of the paper for a fine photo finish. HP Indigo printing produces high resolution, sharp images, uniform gloss, and accurate color, helping it exceed the quality of competing digital printing technologies.

The HP Indigo photo printing solution using CMYK produces high-definition photos. Additional inks—HP Indigo ElectroInk Light Cyan and HP Indigo ElectroInk Light Magenta—provide even finer professional photo quality results. The light inks provide smoother images and more natural skin tones. For black-and-white photos and high-end monochrome photo books, HP Indigo ElectroInk Light Black produces exceptional grayscale images.

HP Indigo solutions—value for photofinishers

High productivity

HP Indigo photo printing solutions provide robust, reliable digital printing presses designed to support the most demanding 24/7 printing environments and peak season operations. HP SmartStream Print Servers optimize printing for high data complexity, processing thousands of jobs daily through advanced automation.

Cost-effective production

HP Indigo presses provide a cost-effective solution for optimizing printing for diverse photo applications on a range of platforms, including savings compared with silver halide equipment.

Unmatched selection of substrates

HP Indigo digital presses also support the widest range of substrates in digital production, with more than 2800 certified substrates ranging from regular coated paper to synthetic, transparent, and metallic substrates, opening possibilities for striking photo creations. HP Indigo solutions include partnerships with leading photo vendors such as Felix Schoeller to provide real photo papers and E-canvas.

Product differentiation

Offer photo products that are unique and stand out. The special printing capabilities of HP Indigo photo solutions include textured effects and raised prints, as well as high-impact creations using white ink on a diverse range of media including colored, metallic, and transparent and lenticular substrates.

Print permanence

Memories can last for generations with printed photos. An independent laboratory, Wilhelm Imaging Research, conducted testing that determined HP Indigo photo prints can last more than 200 years with excellent long-term stability and freedom from gradual yellowing when stored in albums and other dark conditions—double the anticipated longevity for silver halide prints. The display permanence of HP Indigo prints was comparable to silver halide in display conditions.

Environmental benefits

HP Indigo printing can help reduce your carbon footprint by reducing waste in the production process and reducing impact from industrial by-products such as silver halide chemicals.

Full end-to-end solutions

HP Indigo solutions include partnerships with leading vendors to offer a complete solution, including workflow and finishing, for virtually any production floor and photo application. Our solution architects can design the ideal solution based on your specific needs—and help you differentiate your business.

Help me choose my HP Indigo digital press for photos



HP Indigo 10000 Digital Press	
Product description	The breakthrough B2 format enables this highly productive digital sheetfed press, combining wide format and maximum substrate flexibility
Applications	Oversized photo books, lay-flat books, large wall calendars, posters, book covers, and book jackets
Printing speed	3450 sheets per hour 4/0; 4600 sheets per hour in EPM 1725 sheets per hour 4/4; 6900 sheets per hour 1/0 and 2/0
Sheet size / web width	Maximum sheet size: 750 x 530 mm (29.5 x 20.8125 in). Minimum sheet size: 510 x 297 mm (20.1 x 11.7 in) for simplex; 510 x 330 mm (20.1 x 13 in) for duplex
Image size	740 x 510 mm (29.1 x 20.1 in) maximum
Paper weight³⁰	Coated and uncoated media: 65 gsm to 400 gsm (45 lb text to 150 lb cover); Thickness 75 to 450 microns (3 to 18 pt)



HP Indigo 7800 Digital Press	HP Indigo W7250 Digital Press	HP Indigo WS6600p Digital Press
The fastest SRA3+ format digital sheetfed press in the market, combining proven quality, versatility, and breakthrough intelligent automation to maintain the highest possible productivity	High-volume web press that combines HP Indigo quality with exceptional productivity for application-focused production lines	High-volume continuous feed photo press with a long image format
Ordinary photo applications with on-press raised print and textured effects. Unique photo specialty products on canvas, synthetic substrates, and lenticular paper using HP Indigo One Shot Color technology	Photo applications, especially for high-coverage photo books, calendars, and photo cards	Consumer cut prints, lay-flat books, book covers, dust jackets, calendars, and any other simplex applications requiring true photo quality with a production line approach
120 four-color A4 (8.5 x 11 in) pages per minute (two-up) 160 A4 (8.5 x 11 in) color pages per minute in EPM (two-up) 240 two-color or monochrome A4 (8.5 x 11 in) pages per minute (two-up)	14,400 four-color A4 (8.5 x 11 in) pages per hour 19,200 color A4 (8.5 x 11 in) pages per hour in EPM 28,800 two-color A4 (8.5 x 11 in) pages per hour 57,600 one-color A4 (8.5 x 11 in) pages per hour	30 m/min (98 ft/min) in 4-color mode 60 m/min (196 ft/min) in 1- or 2- color mode 20 m/min (65 ft/min) in 6-color mode
330 x 482 mm (13 x 19 in) maximum	Max. web width: 340 mm (13.4 in). Min. repeat length: 490 mm (3 in) in 4-color print mode. Max. repeat length: 980 mm (38.6 in)	Max. web width: 340 mm (13.39 in) Min. width: 200 mm (7.87 in)
317 x 464 mm (12.48 x 18.26 in) maximum	317 x 980 mm (12.48 x 38.58 in) maximum	317 x 980 mm (12.48 x 38.58 in) maximum
Coated: 80 to 350 gsm (55 lb text to 130 lb cover); Uncoated: 60 to 350 gsm (40 lb text to 130 lb cover); Thickness: 70 to 400 microns (3 to 16 pt)	Roll-to-roll: 40 to 300 gsm (27 lb text to 110 lb cover) - (subject to paper stiffness) Monochrome: Uncoated 70 to 140 gsm (47 lb to 95 lb text) ³¹	40 to 350 gsm (27 lb text to 130 lb cover) ³¹



- ¹ Performance and features vary by printer.
- ² Display permanence rating for interior displays away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see globalBMG.com/hp/printpermanence.
- ³ Requires an HP WallArt account, Internet connection, and connected Internet-capable device. For more information, see hpwallart.com.
- ⁴ UL ECOLOGO Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL). 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.
- ⁵ Scratch-resistance comparison based on testing HP 831 and 881 Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media.
- ⁶ Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator or consult your media supplier for compatibility details. For best results, use textiles that do not stretch. Performance varies by printer. HP Latex 360 and 850 Printers include an ink collector for printing on porous textiles. The HP Latex 3000 Printer requires the optional ink collector for porous textiles. For all other HP Latex printers, print on media that does not let the ink trespass onto the printer.
- ⁷ On the HP Designjet Z6800 Photo Production Printer. Mechanical printing time. Printed in Fast mode with HP Vivid Photo Inks.
- ⁸ HP Optical Media Advance Sensor (OMAS) available on the HP Designjet Z6800 and Z6200 Photo Production Printers.
- ⁹ The HP Designjet Z3200 Photo Printer series includes the Quad-black ink set.
- ¹⁰ HP chromatic red ink included in the HP Vivid Photo Ink set for the HP Designjet Z6800 and Z6200 Photo Production Printers, and in the HP Photo Ink set for the HP Designjet Z3200 Photo Printer series.
- ¹¹ Features vary by printer. In some cases, HP Professional PANTONE® color emulation and Adobe PostScript®/PDF upgrade kit sold separately.
- ¹² The i1 spectrophotometer from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that's been thoroughly tested to meet customer demands for ease, quality, and dependability.
- ¹³ Applicable to the HP Designjet Z6800 and Z6200 Photo Production Printers.
- ¹⁴ Not available with the HP Designjet Z5200 Photo Printer.
- ¹⁵ Compared to large-format inkjet printers under \$25,000 USD for graphics applications. Based on the fastest-rated color speeds as published by manufacturers as of October 2013. Test methods vary.
- ¹⁶ On plain media. Mechanical printing time. Printed in Fast mode with HP Vivid Photo Inks.
- ¹⁷ Compared to large-format inkjet printers under \$25,000 USD for graphic applications. Based on the fastest-rated color speeds as published by manufacturers as of January 2010. Test methods vary.
- ¹⁸ Mechanical printing time. Printed in Fast mode with Economode on, using HP Bright White Inkjet Paper (Bond) and Original HP inks.
- ¹⁹ Cuts all media except canvas.
- ²⁰ Mechanical printing time. Printed in Fast mode on HP Bright White Inkjet Paper (Bond) with Original HP inks.
- ²¹ The 12-ink HP Designjet Z3200 Photo Printer is the most advanced printer compared with other HP Z-series printers.
- ²² Not included in the box in Asia Pacific for 24-in models.
- ²³ On coated media. Mechanical printing time with Original HP inks. Measured on a 44-in model.
- ²⁴ 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.
- ²⁵ Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.
- ²⁶ Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.
- ²⁷ Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).
- ²⁸ HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2010 and 2013) and none were detected.
- ²⁹ For best results use media options intended for double-sided printing.
- ³⁰ Media characteristics vary. HP cannot guarantee performance of media not listed in the Media Locator and recommends testing prior to use.
- ³¹ Paper specifications may change due to finishing line capabilities.

Learn more at
hp.com/go/designjet
hp.com/go/indigo
hp.com/go/latex

