



# A world of applications

Discover how far you can get with HP Designjet Z-series Printers and HP Latex Printing Technologies.



# High-performance, reliable printing systems for great results consistently

## HP Designjet Z-series Printers

When printing graphics, you need to be able to produce outstanding images for a variety of applications. 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 vivid color images and sharp black-and-white graphics—with smooth transitions between tones. Rely on Original HP inks to deliver durable, long-lasting prints that impress. 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 customer needs.

## HP Latex Printing Technologies

Wide-format print service providers around the world are leaving other print technologies behind, using the advantages of HP Latex Printing Technologies to gain new capabilities, new flexibility, and new ways to serve customers.

# Choose the printer that best suits your needs

Produce outstanding large format photo image quality across a wide range of graphics applications with HP Designjet Z-series Printers and HP Latex Technologies.



### **Renders, Posters, and Presentations**

Print big, so even the smallest details get noticed. Print large-format images, drawings, schematics, renders, and presentations with great ease, speed, clear and vibrant quality, and low running costs.

Recommended HP Printers:  
HP Designjet Z-series printers.



### **Retail POP/POS**

Tailor your message to customers in each and every store with fresh, relevant large-format promos and displays delivered on demand. Create appealing advertising posters and displays that can influence shoppers' decisions. High-quality printing, even on low-cost offset papers, on a wide variety of media can help you gain a competitive edge.

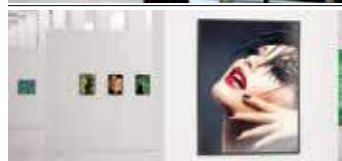
Recommended HP Printers:  
HP Designjet Z-series printers and  
HP Latex Printers.



### **Exhibition and Event Graphics**

Make a big event out of every event. Generate excitement and command attention at exhibitions and events with photo-quality images that create a memorable experience from trade show exhibits to large banner installations to backlits viewed up close.

Recommended HP Printers:  
HP Designjet Z-series printers and  
HP Latex Printers.



### **Professional Photography and Digital Fine Art**

Produce dazzling fine art reproductions for galleries and artists with high-quality digital printing. Long lifespan and fade resistance keep prints in top viewing condition on a range of printing materials from canvas to fine art papers.

Recommended HP Printers:  
HP Designjet Z-series printers and  
HP Latex Printers.



### **Decoration**

Personalize furniture, walls, and floors for your customers with unique designs. Print easy-to-apply, decorative materials, such as wallpaper and textiles with ink and media that are ideal for sensitive indoor environments<sup>1</sup>.

Recommended HP Printers:  
HP Latex Printers.



### **Outdoor Signs and Event banners**

Produce images worthy of building the best brands. Achieve high-quality results on self-adhesive vinyls and banners, and offer a complete solution designed with the environment in mind, to distinguish your business in a very competitive market. Offer outdoor display permanence up to three years unlaminated, five years laminated<sup>2</sup>.

Recommended HP Printers:  
HP Latex Printers.



### **Vehicle Graphics**

Achieve fast turnarounds, even on urgent jobs. With HP Latex inks you can laminate right after printing—no need to wait for prints to dry. Flexible ink layer conforms to complex surfaces. Surprise and impress your customers and provide reassurance with industry-leading warranties.

Recommended HP Printers:  
HP Latex Printers.

<sup>1</sup> Prints produced with HP Latex Inks are odorless. Some substrates may have inherent odor.

<sup>2</sup> HP image permanence estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 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 Overlaminant, GBC clear gloss 1.7 mil hot laminate, or Neschen Solvoprint Performance Clear 80 laminate. Results may vary based on specific media performance.

## HP Designjet Z-series printers

### HP Designjet Z6200 Photo Printer series



The fastest production printer<sup>3</sup> for graphics with unrivaled print quality

- 42 inches (1067 mm)  
60 inches (1524 mm)
- Workhorse printer delivers fast turnaround times
- Exceptional image quality that increases your offering
- HP reliability and robust operation

### HP Designjet Z5400 PostScript® ePrinter



The first multi-roll ePrinter for graphics to produce high-quality, long-lasting prints efficiently

- 44 inches (1118 mm)
- Fast delivery with two rolls and a smart workflow
- Quality and durability to impress your customers
- Easy, efficient operation backed by HP reliability

### HP Designjet Z5200 Photo Printer



Professional 8-ink PostScript printer designed for outstanding graphic applications

- 44 inches (1118 mm)
- Fast printing with an intelligent workflow
- High-impact, long-lasting color prints
- Easy, unattended, and reliable operation

### HP Designjet Z3200 Photo Printer series



The most advanced 12-ink printer<sup>4</sup> for gallery-quality prints

- 24 inches (610 mm)  
44 inches (1118 mm)
- Wide color gamut and outstanding black-and-white
- Easy color calibration and profiling
- Low-maintenance and high ink efficiency<sup>5</sup>

### HP Designjet Z2100 Photo Printer series



HP's affordable 8-ink printer to produce durable prints

- 24 inches (610 mm)  
44 inches (1118 mm)
- High-impact, long-lasting color prints
- Easy color calibration and profiling
- Unattended operation with HP technologies

<sup>3</sup> Compared to large-format inkjet printers under \$25,000 for graphic applications. Based on the fastest rated color speeds as published by manufacturers as of January 2010. Test methods vary.

<sup>4</sup> The 12-ink HP Designjet Z3200 Photo Printer is the most advanced printer compared with other HP Z-series printers.

<sup>5</sup> Based on internal HP testing, the HP Designjet Z3200 Photo Printer series utilizes at least 30% less ink during routine maintenance operations versus select printers from other vendors.

## HP Latex Printers

HP Latex 280 Printer



Offer wider output; enjoy fast, easy productivity

- 104 inches (2642 mm)
- Wider applications with unrivaled versatility  
Deliver wider applications from outdoor and indoor needs to POP displays, soft signage, bus shelters, vehicle graphics, and more—up to 104 inches
- Productivity made easy
- Attract business from environment-minded clients

HP Latex 260 Printer



Expand your offerings with fast and easy turnarounds

- 61 inches (1549 mm)
- Unrivaled application versatility—from outdoor and indoor applications to high-impact POP displays, temporary textiles, bus shelters, vehicle graphics, and more
- Easy, convenient printing
- Attract business from environment-minded clients



## A wide range of leading technologies

### Original HP Inks

Use Original HP inks, HP Latex Inks, and HP printheads to experience consistent high-quality and reliable performance that enable less downtime. These critical components are designed and engineered together as an optimized printing system with HP Designjet printers.

For more information, visit  
[hp.com/go/DesignjetOriginalHPInks](http://hp.com/go/DesignjetOriginalHPInks)

### HP large format printing materials

HP's broad portfolio of large format printing materials, from bond papers to photo papers, from banners to backlit materials, are designed to enable the right print the first time and every time. Designed together with Original HP inks, HP Latex Inks, and HP Designjet printers for optimal image quality, consistency, and reliability.

For information about HP Graphics Printing Materials for HP Designjet Z series printers, please visit [hp.com/go/lfprinting/materials-supplies](http://hp.com/go/lfprinting/materials-supplies)

For information about HP Sign and Display Printing Materials for HP Latex printers, please visit [globalBMG.com/hp/signagemedia](http://globalBMG.com/hp/signagemedia)

**Find a comprehensive list of all latex compatible media along with finished color profiles and printer settings at [hp.com/go/mediasolutionslocator](http://hp.com/go/mediasolutionslocator)**

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<sup>6</sup> The HP Latex 280 Printer produces an extremely broad range of both outdoor and indoor applications at speeds up to 70% faster than the HP Latex 260 Printer (formerly the HP Designjet L26500 Printer series) and the HP Designjet L25500 Printer series from a single device, which surpasses the number of different applications that traditional eco-solvent printers or water-based printers can produce. Internal print speed testing completed in 2011.

<sup>7</sup> For best results, print on media that does not let the ink trespass onto the printer. Performance may vary depending on media. Please consult your media supplier for compatibility details.

<sup>8</sup> The HP Latex 260 Printer produces an extremely broad range of both outdoor and indoor applications from a single device, which surpasses the number of different applications that traditional eco-solvent printers or water-based printers can produce.

