The writing is on the wall: high-value large format applications are opening up new markets

9 January 2013

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Digital Solutions Cooperative
A Cooperative of HP Graphic Arts Users

We are recording!

Active on social media?
#dscoop or @mydscoop

Ask questions!

Dscoop
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A Cooperative of HP Graphic Arts Users

Ask questions!

My Details

Shows the attendee name and Satisfaction Rating. Attendees can change their Satisfaction Rating by clicking on the drop-down arrow

Webinar Info

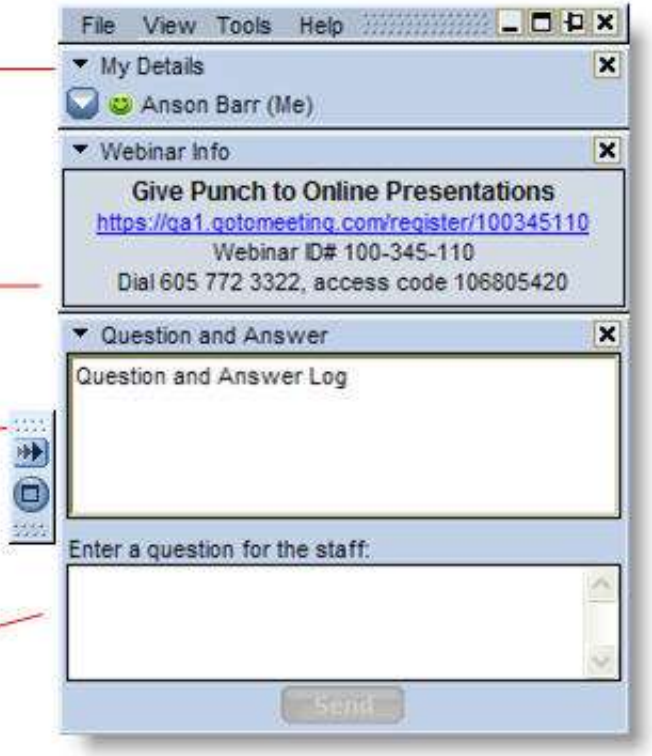
Provided for quick reference

Grab Tab

Enables attendees to minimize the Control Panel to the side of their desktops and still access Viewer tools

Question and Answer

If turned on by an organizer, attendees can submit questions and review answers. Broadcast messages from an organizer will also show here

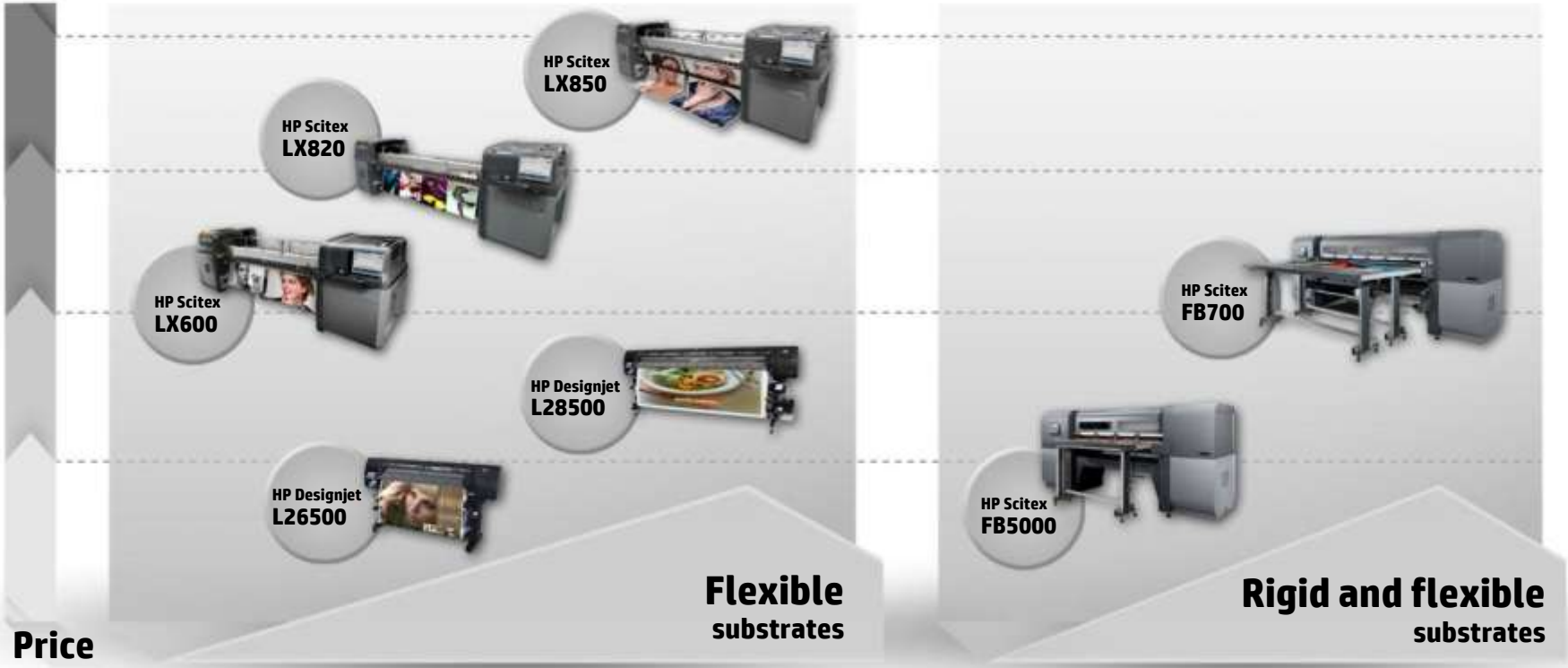


dscoop.org
Dscoop

Open new markets with high-value

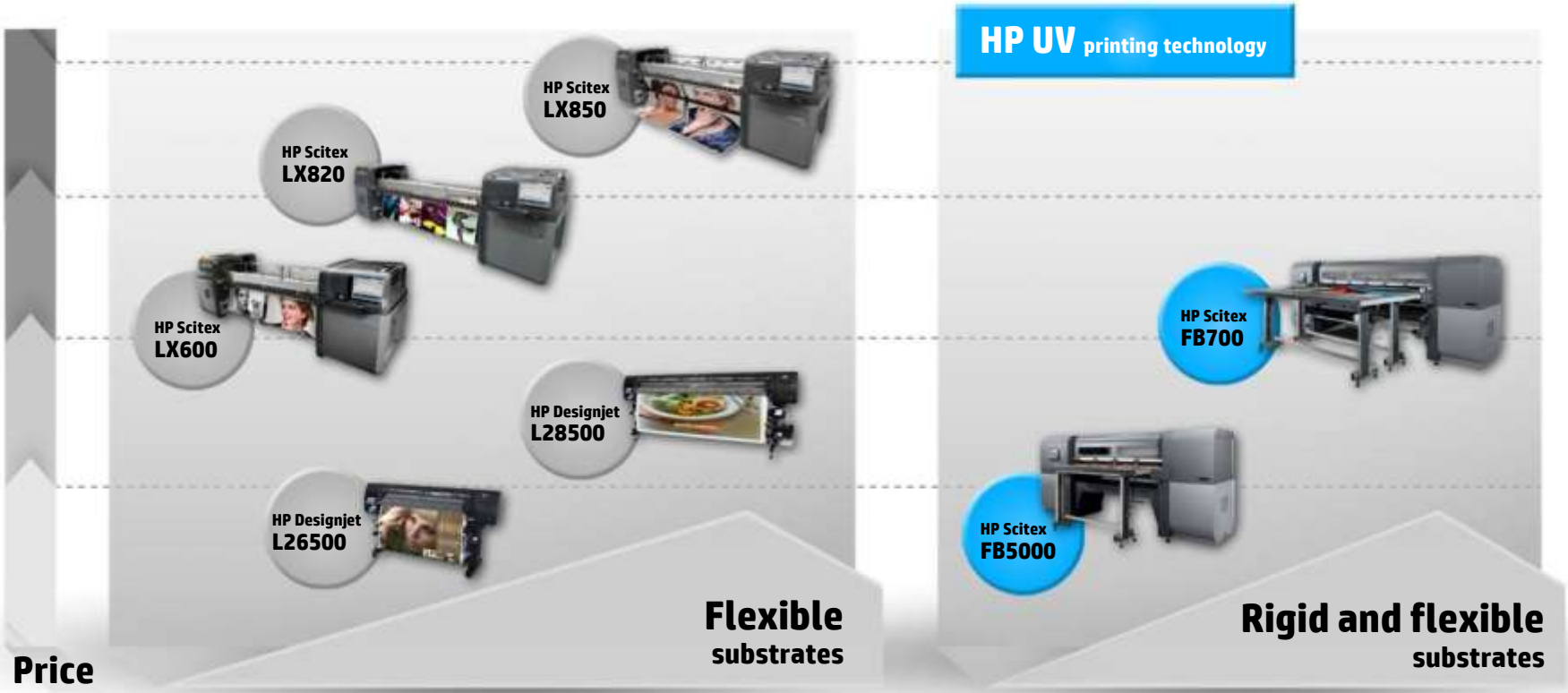
large format applications

Large format applications…printed with large format printers!



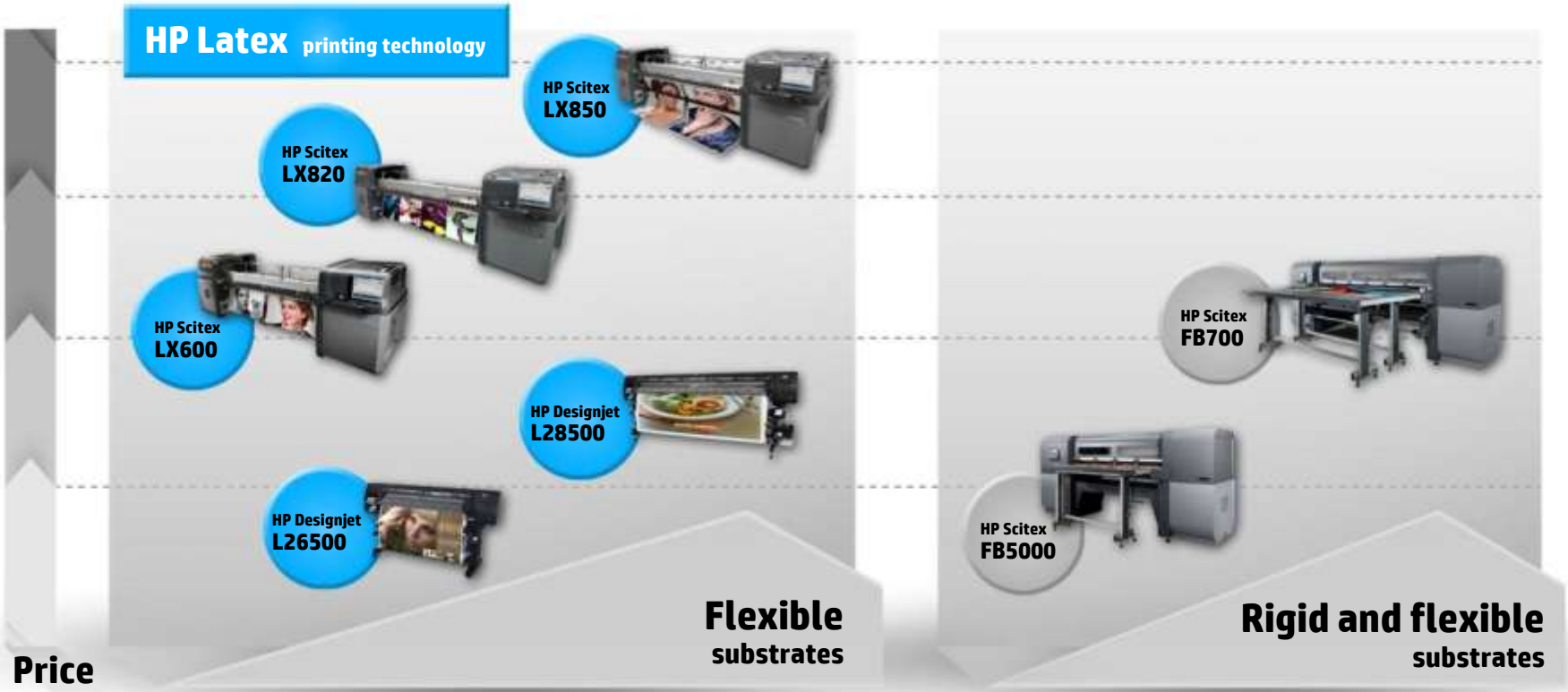
Large format printing onto rigid substrates

HP Scitex printers



Large format printing onto flexible substrates

HP Designjet & HP Scitex printers



Roman Barba

HP *large format production* printers - Market development

roman.barba@hp.com

Discover a new world of applications with HP latex inks

Let’s understand the technology…

Ink drops are ejected onto the media

HP latex inks

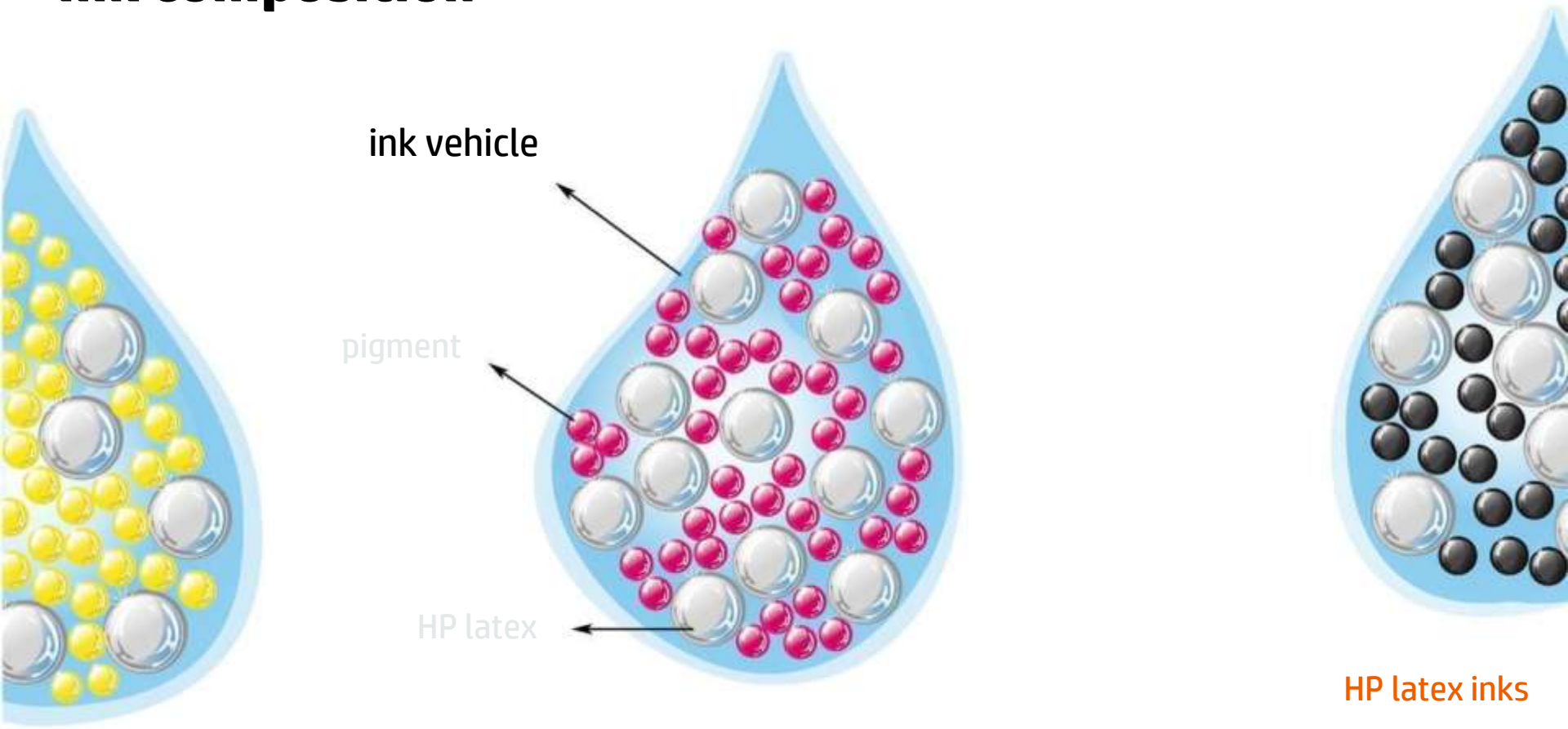
Ink drops are ejected onto the media

printing media

HP latex ink drop

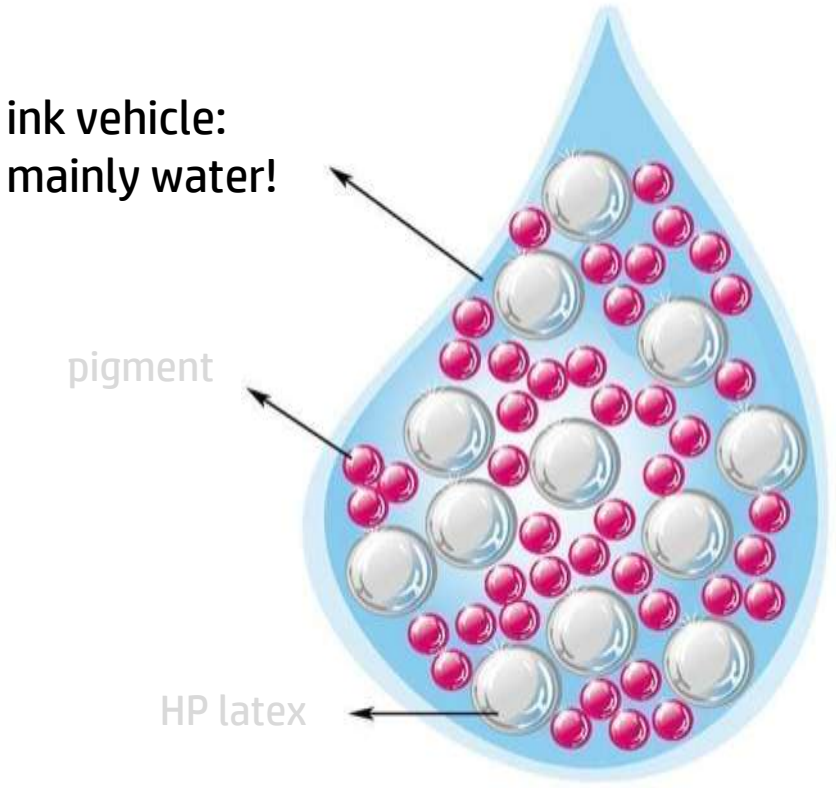
HP latex inks

Ink composition



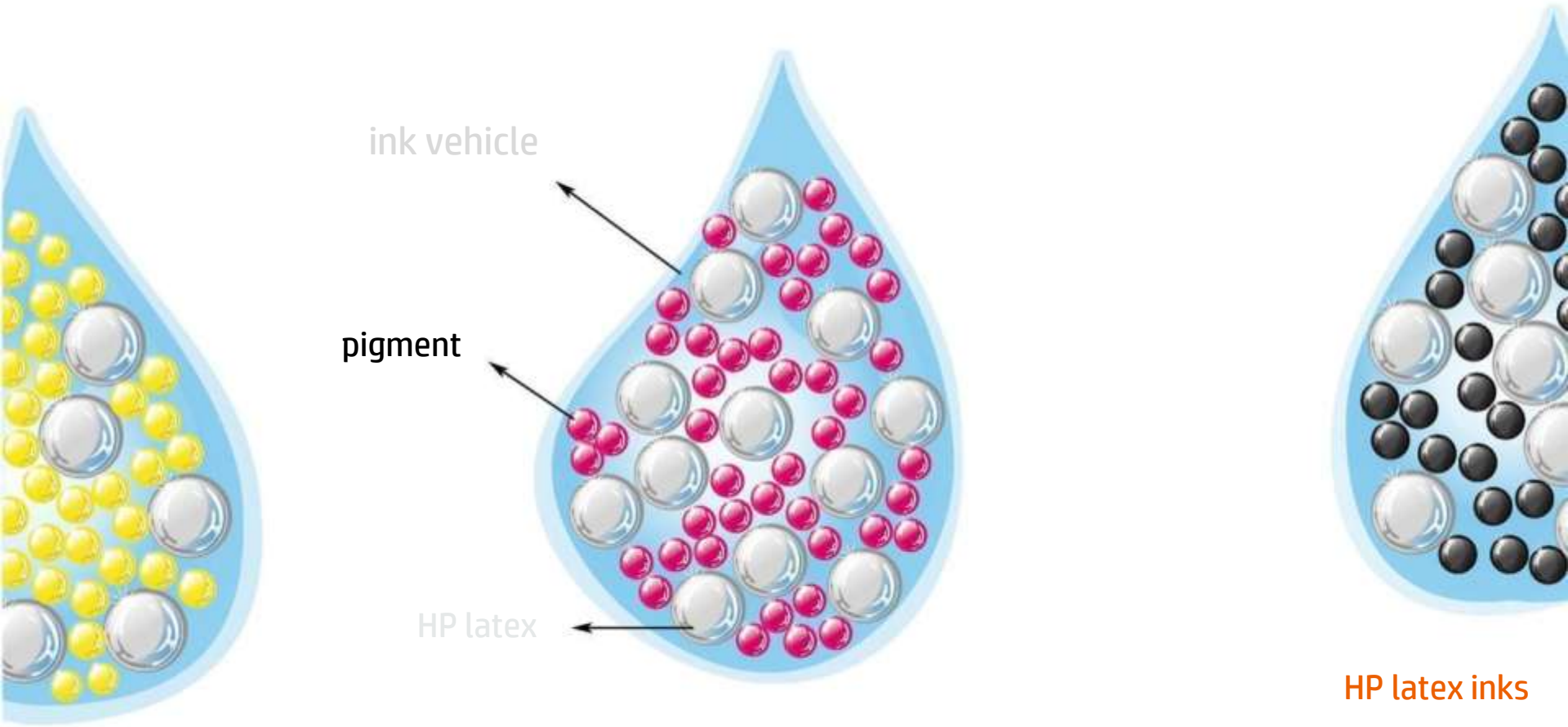
HP latex inks

UL sustainable product certification - HP latex inks

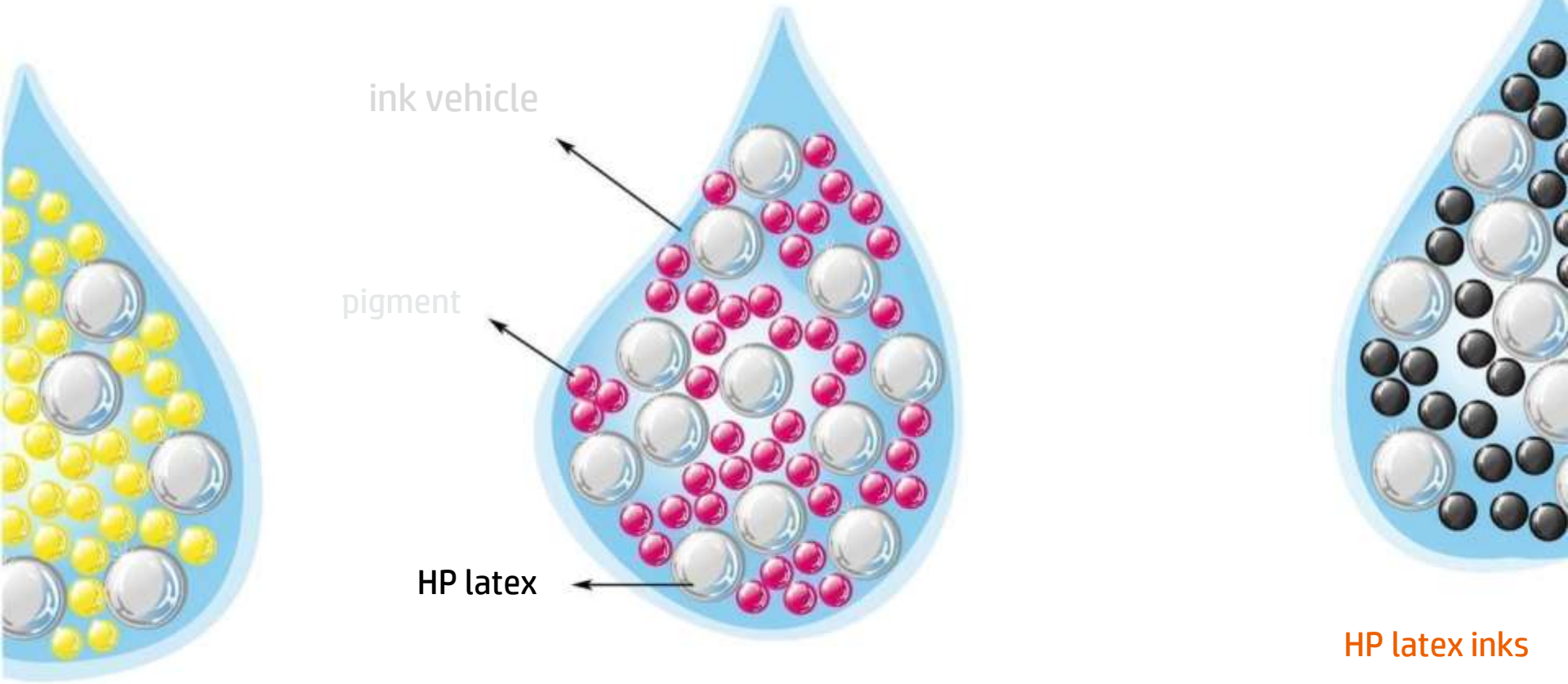


UL
CERTIFIED
ENVIRONMENT
UL 2801

HP latex inks

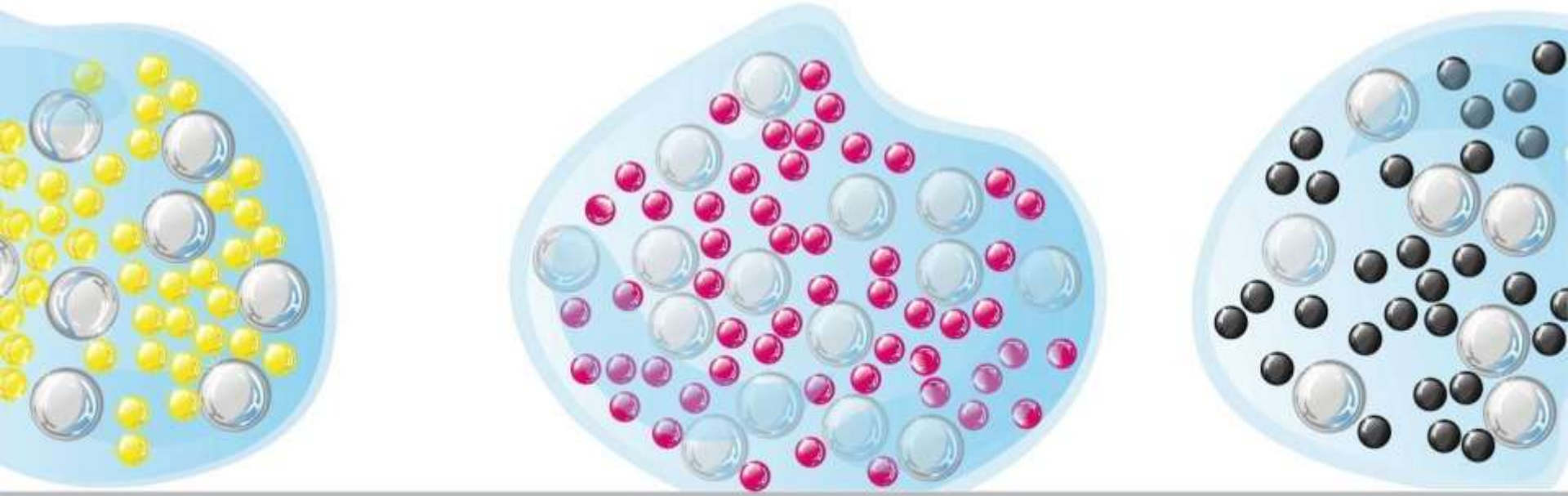


HP latex inks



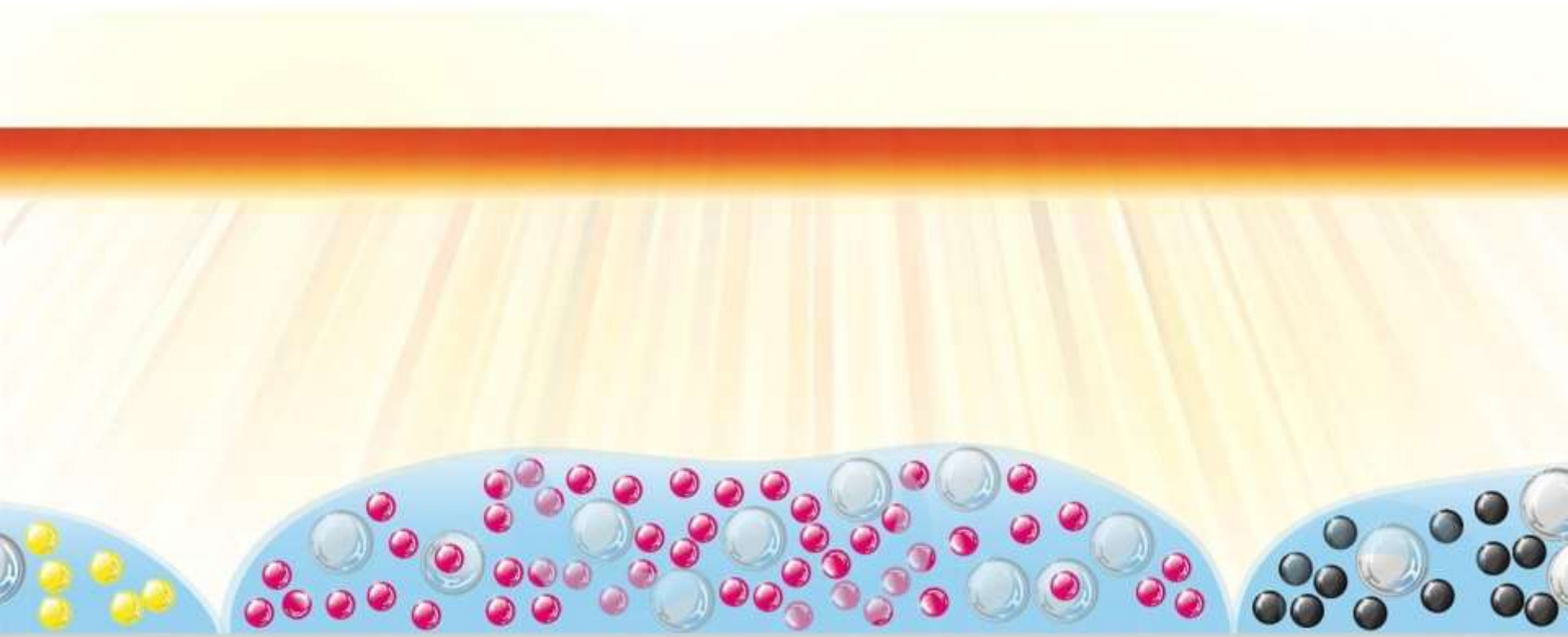
HP latex inks

Ink drops fall onto the media

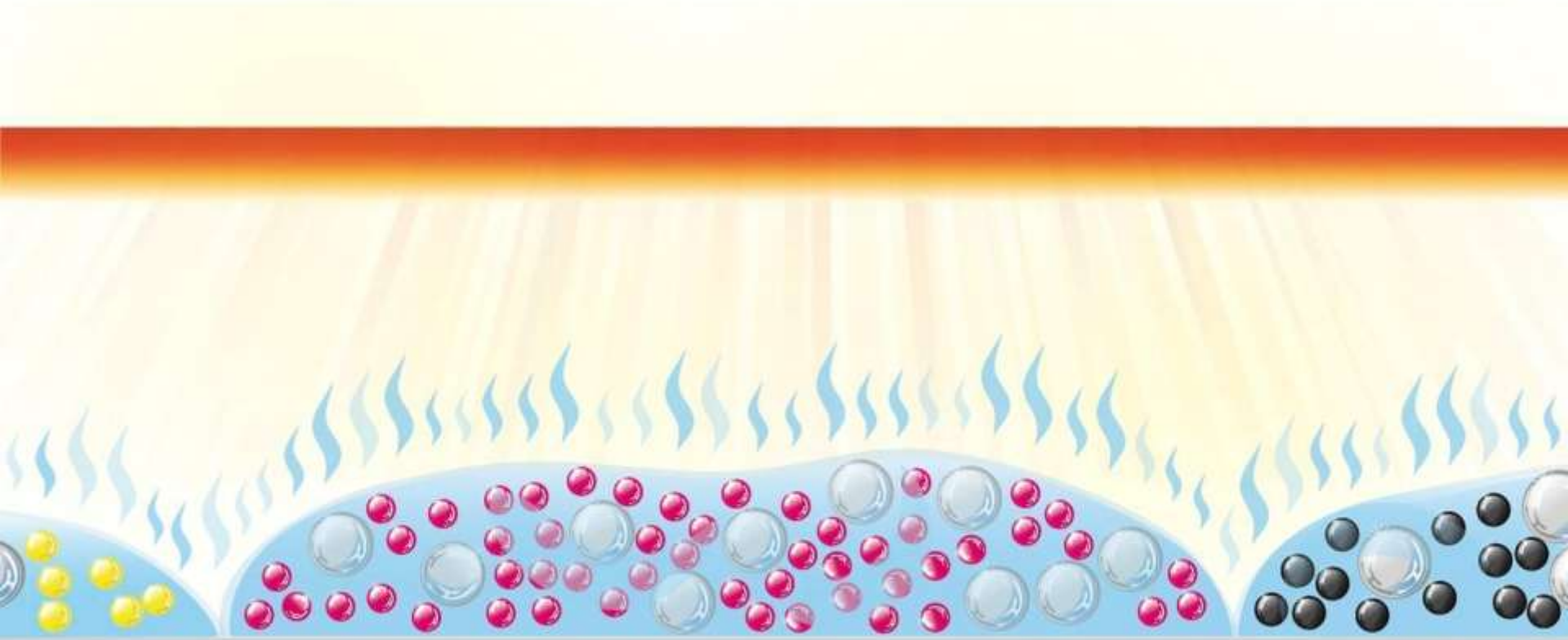


Ink begins to spread out

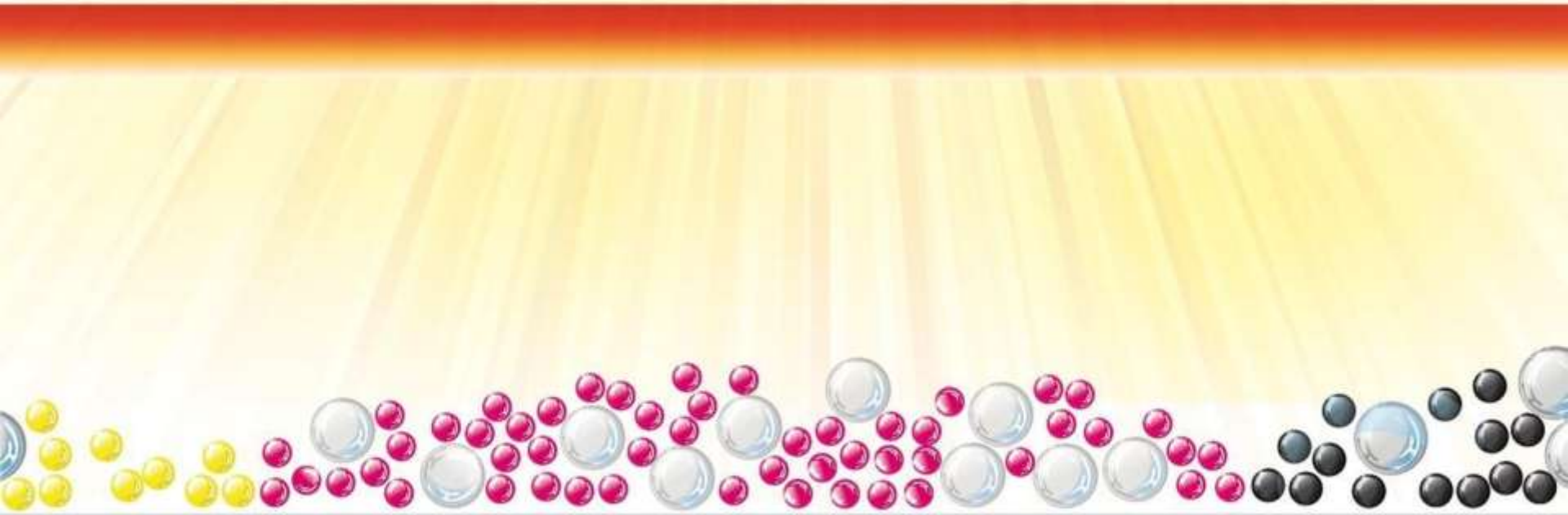
Drying



Drying – water is removed from the ink

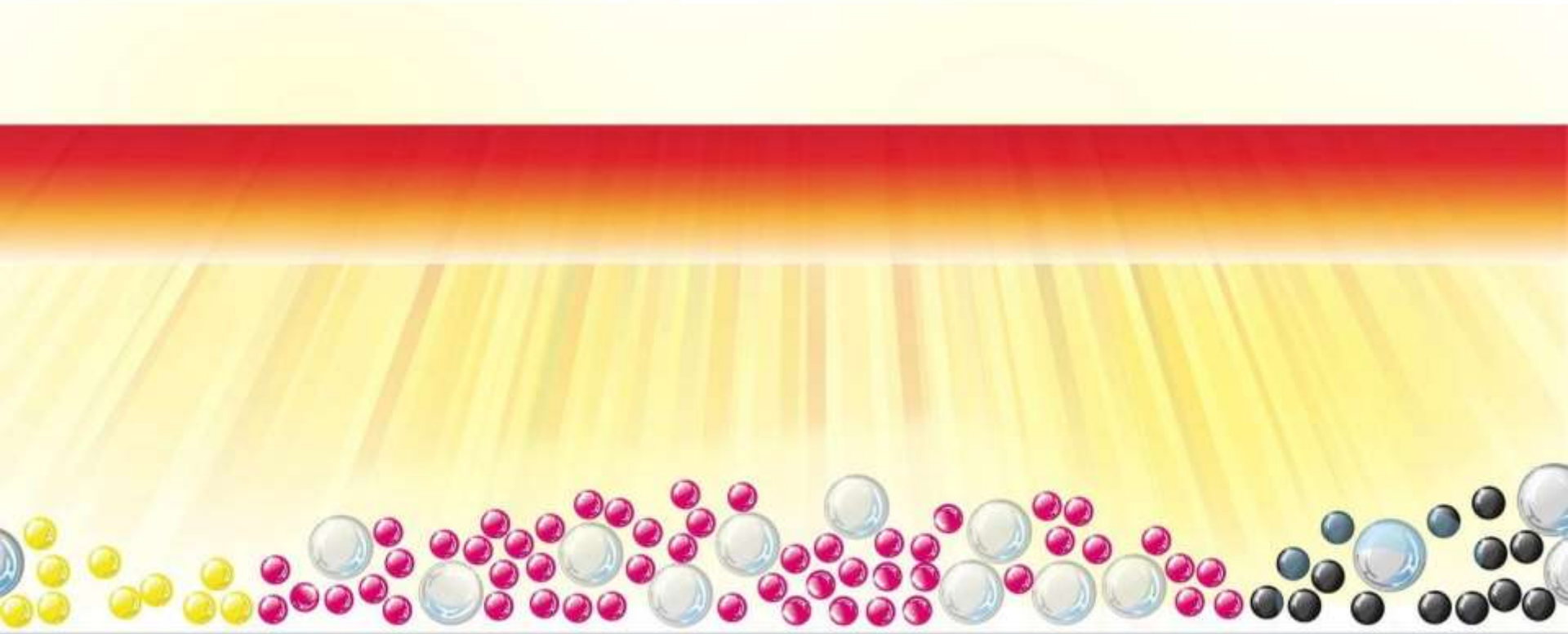


Drying: no water is left behind!

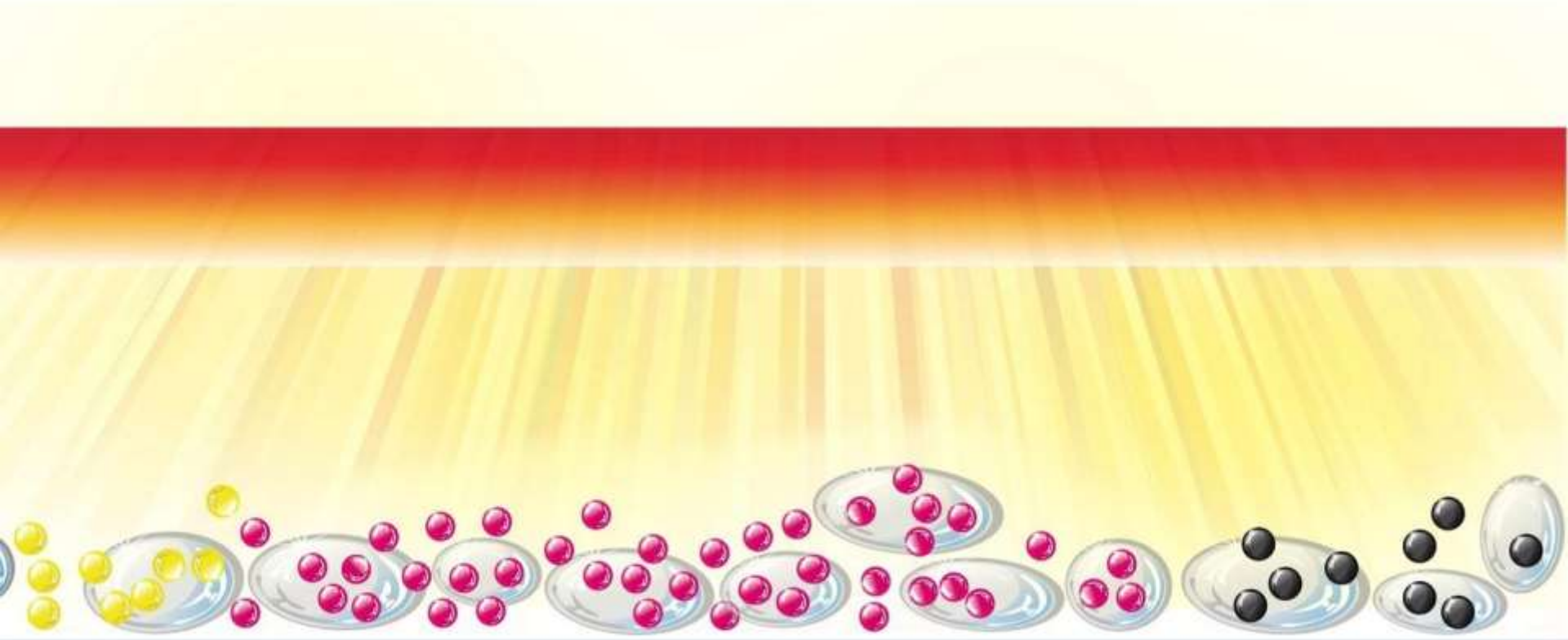


The print is dry

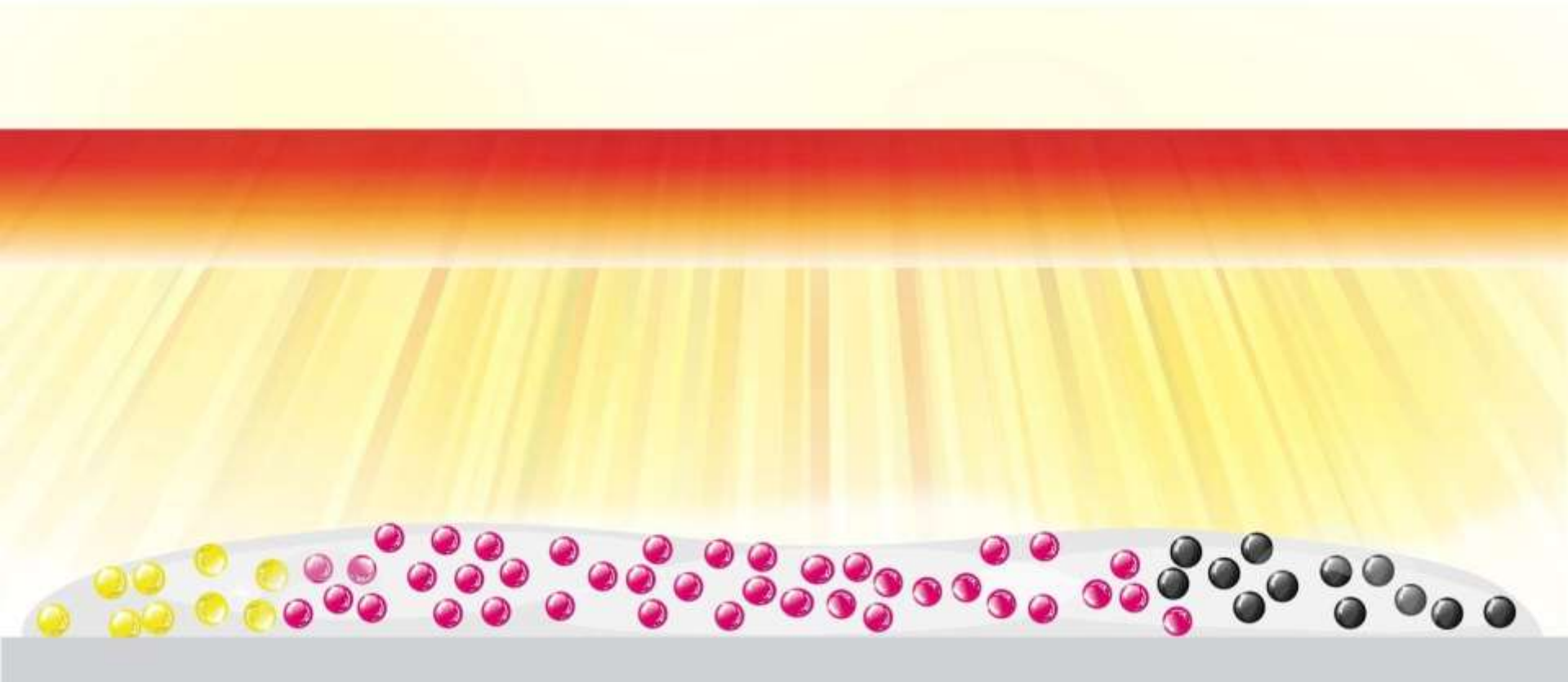
Curing



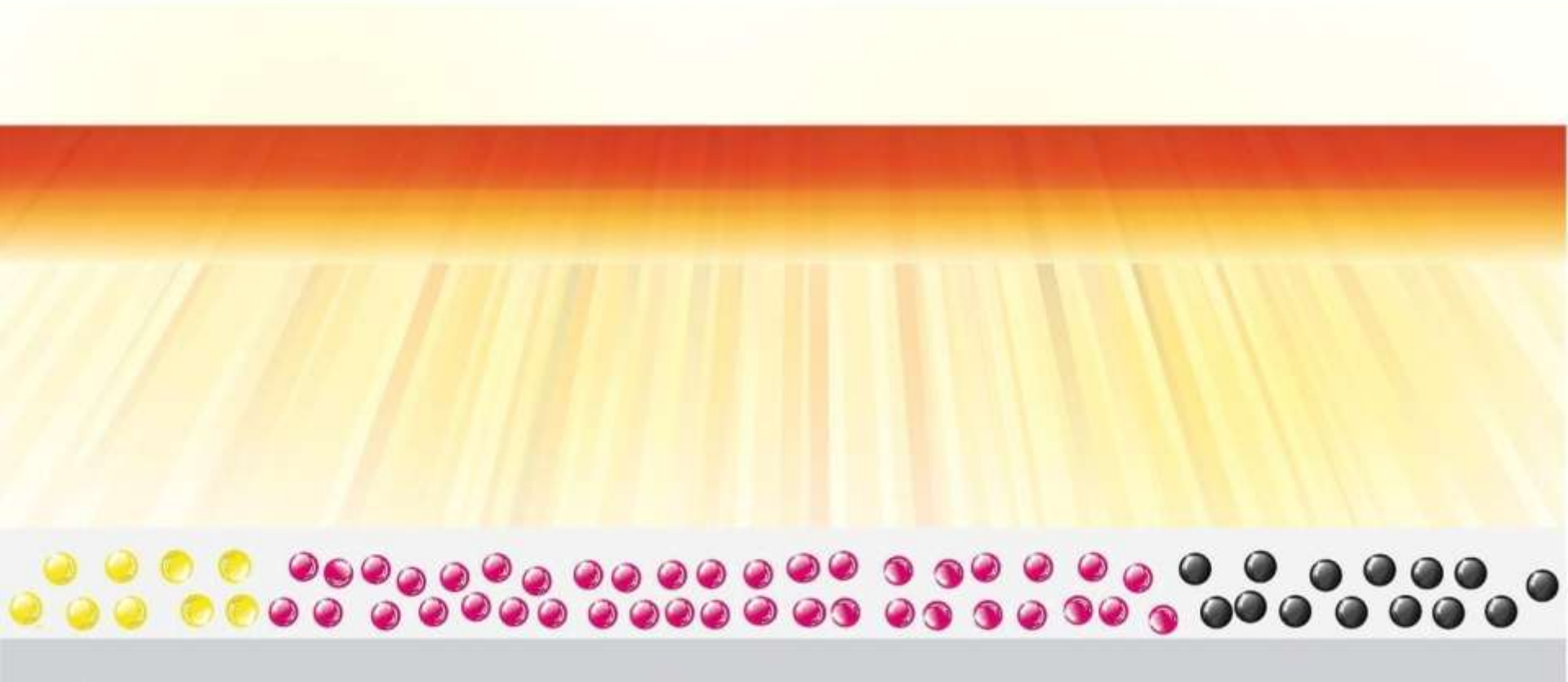
Curing: latex is being melt



Curing: latex starts to form a film



Curing: a film is formed



The print is ready!

Product of the Year – 2012 SGIA

Digital inks (HP Latex inks)

Discover a new world of applications with HP latex inks

Posters with papers

Low cost posters

HP latex inks

with plain / bond papers

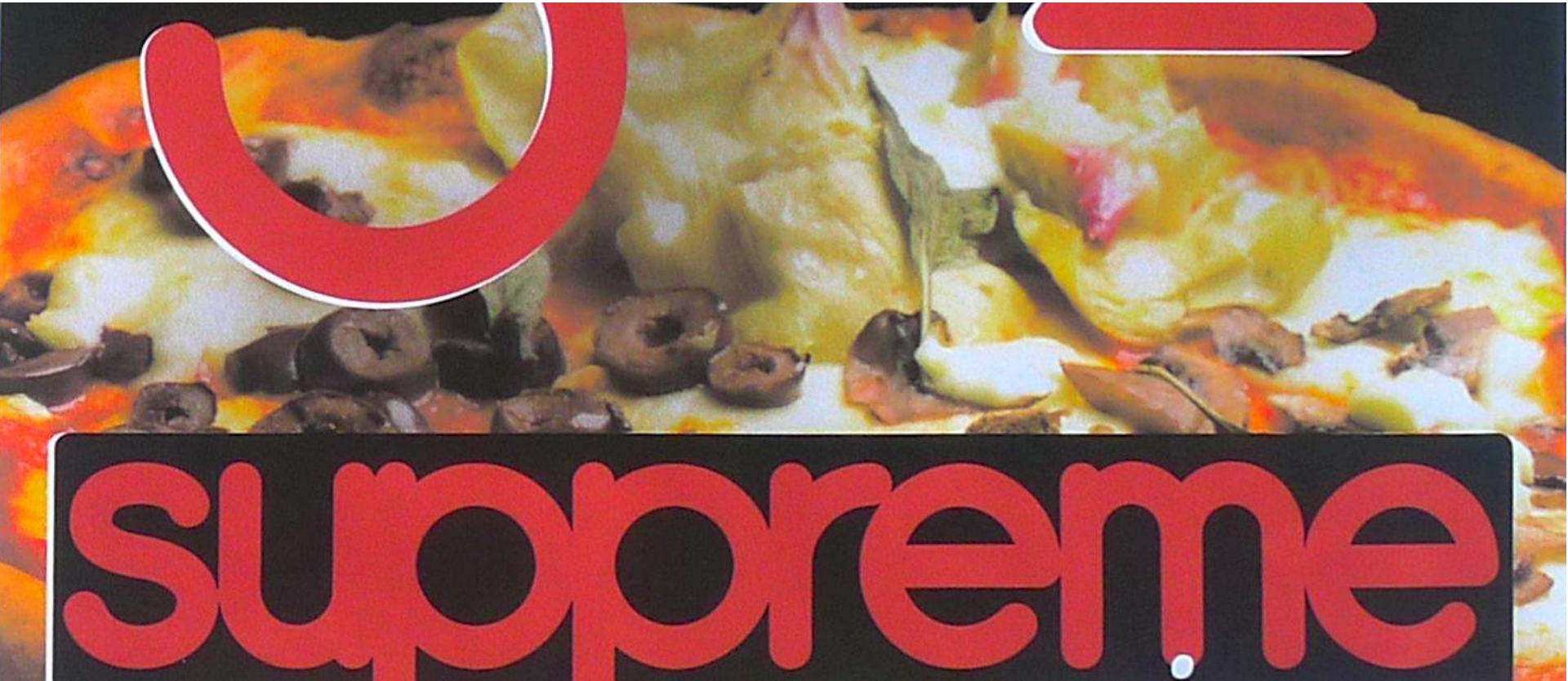
Low cost posters

HP latex inks

with plain / bond papers

HP latex inks work great with plain / bond papers!

Vivid colors



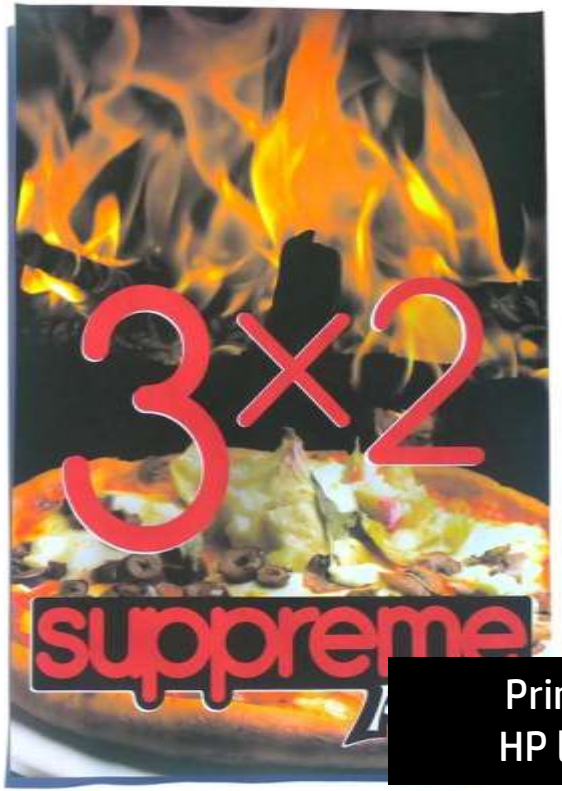
HP latex inks work great with plain / bond papers!

Ink stays on the printed surface

Not all inks behave so well with plain / bond *pap*ers!

Eco-solvent vs. HP latex inks

Printed with
eco-solvent inks



Printed with
HP latex inks

Eco-solvent inks with plain / bond papers

Printed with Roland VS-640: pale colors on surface

Eco-solvent inks with plain / bond papers

Printed with Roland VS-640: ink bleeds through the paper!

High quality posters

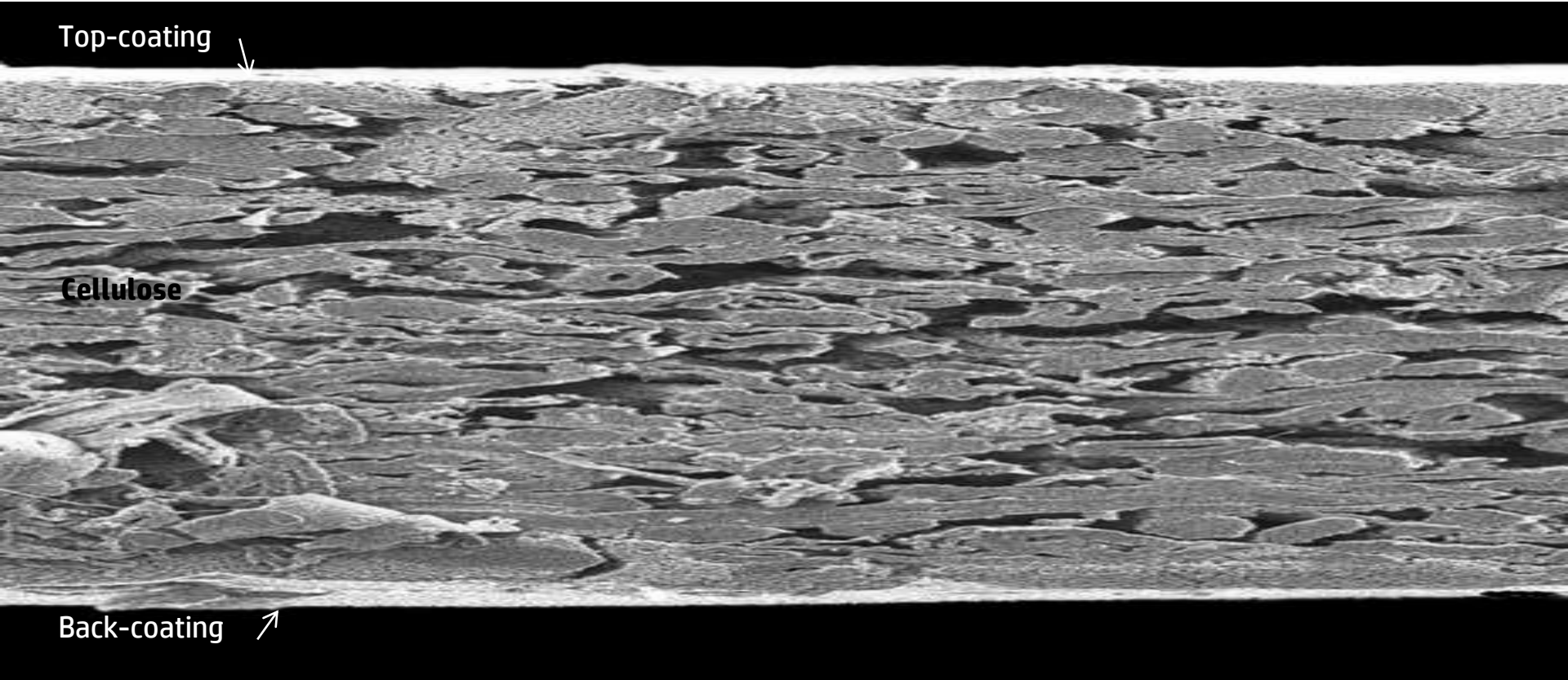
HP latex inks

with traditional coated offset papers

Cross section of an *offset coated paper*

HP latex inks

Low-cost paper: no polyethylene layers!



HP latex inks with traditional offset coated papers

Smooth and vivid area fills

Eco-solvent inks with traditional offset coated papers

Ink *comes together* on the paper surface

Discover a new world of applications with HP latex inks

Decoration with wallcoverings

Why digital wallcoverings?

HP latex inks

Decoration of walls with a personalized content...and high profits!

HP latex: the best printing technology

HP latex: the best printing technology

1 Prints don’t smell & **no toxic** air pollutants

HP latex inks contain no toxic air pollutants

Sleep safe!

Decorate schools with the right certifications!

AgBB and GREENGUARD

HP latex: the best printing technology

1. Prints don’t smell & **no toxic** air pollutants

2. Great performance on *all* wall covering brands and materials…

NEU KALISS
SPEZIALPAPIER

Experience the different brands and textures

HP latex: the best printing technology

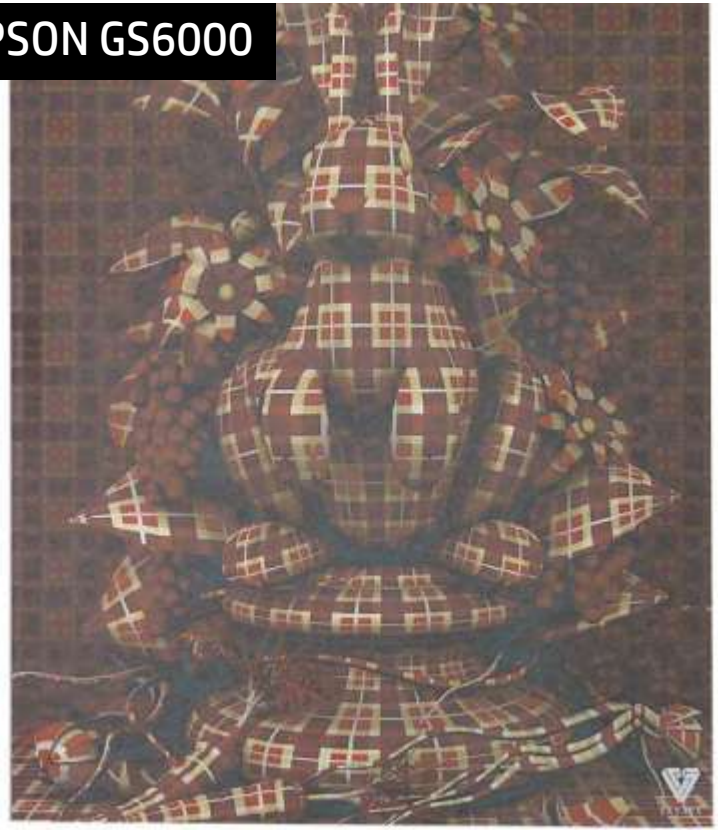
1. Prints don't smell & **no toxic** air pollutants

2. Great performance on *all* wall covering brands and materials…
   …even on **uncoated** wall papers!

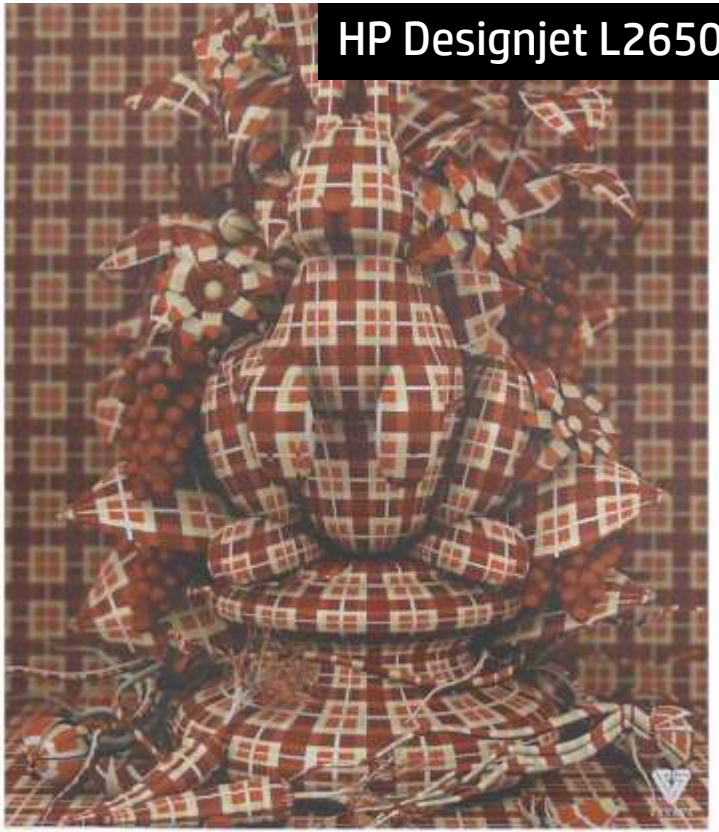
Eco-solvent vs. HP latex

on uncoated wall paper (*Ahlstrom MA 8057*)

EPSON GS6000



HP Designjet L26500



Uncoated wall paper with solvent inks

Epson GS6000 – pale colors: ink soaks into the fibers

Uncoated wall paper with HP latex inks

HP Designjet L26500 – vivid colors: ink stays on the surface

Papergraphics uses HP latex inks in its swatchbooks!

Wallcoverings with HP latex technology

Wallcoverings with HP latex technology

Wallcoverings with HP latex technology

Wallcoverings with HP latex technology

Wallcoverings with HP latex technology

Installation of wallcoverings

HP latex inks

There are many ways to install a wallcovering on the wall!

Installation of wallcoverings

There are many ways to install a wallcovering on the wall!

1.- With glue

2.- With water

3.- Self-adhesive

4.- Magnetic

1.- Installation with glue

HP latex inks

Wall-adhesion technique – use Henkel Methylan Direkt for non-woven ones

2.- Installation with water

HP PVC-free wall paper: pre-pasted!

3.- Installation with a self-adhesive

HP latex inks

Decoprint Diamond: easy to install, easy to remove!

4.- Installation of a magnetic wall covering

HP latex inks

A magnet sheet is needed

4.- Installation of a magnetic wall covering

HP latex inks

The magnet is adhered to the wall

4.- Installation of a magnetic wall covering

HP latex inks

The print is rolled onto the magnet

4.- Installation of a magnetic wall covering

HP latex inks

The print is rolled onto the magnet

4.- Installation of a magnetic wall covering

HP latex inks

Very easy to install...

4.- Installation of a magnetic wall covering

HP latex inks

...and very easy to replace!

4.- Installation of a magnetic wall covering

HP latex inks

...and very easy to replace!

4.- Installation of a magnetic wall covering

HP latex inks

...and very easy to replace!

4.- Installation of a magnetic wall covering

HP latex inks

We can add one layer to the print!

4.- Installation of a magnetic wall covering

HP latex inks

We can add several layers to the print!

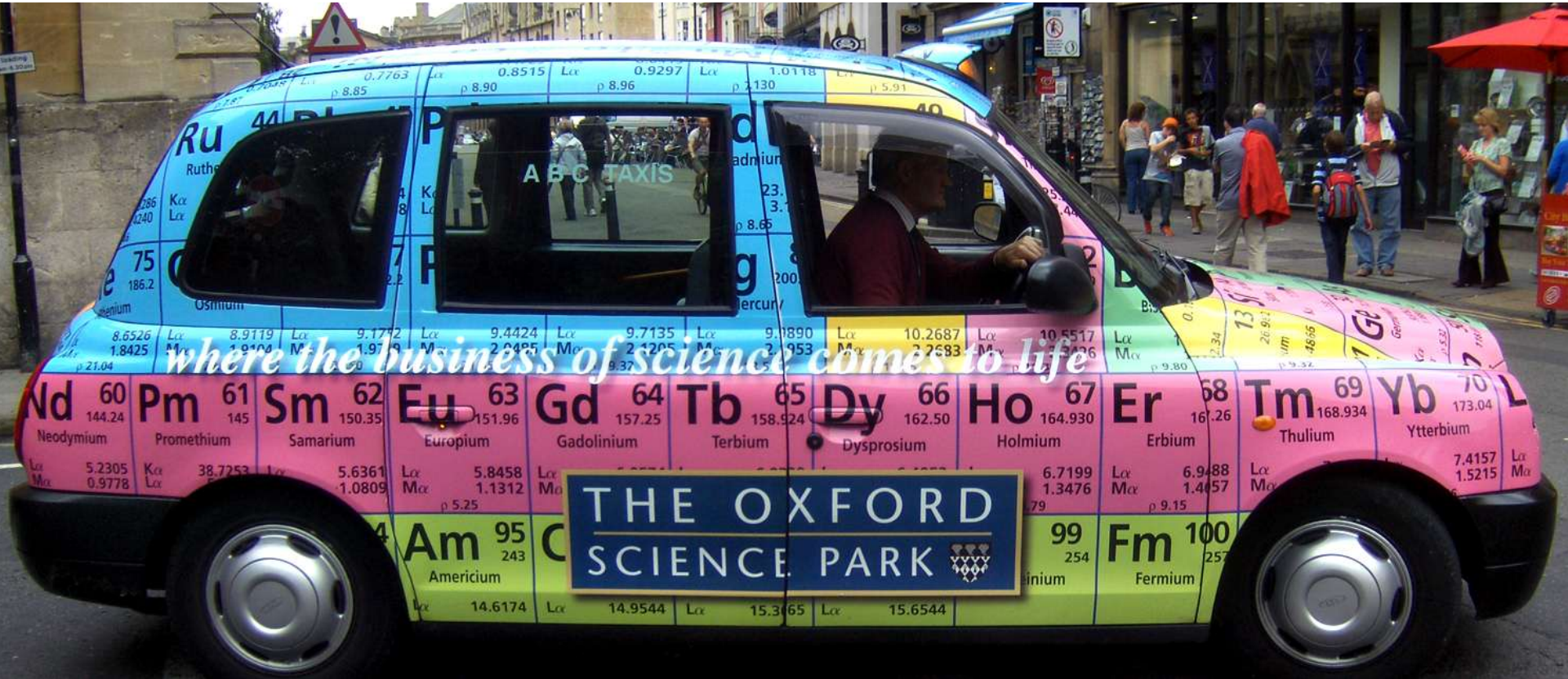
Discover a new world of applications with HP latex inks

Vehicle wrapping with cast vinyls

Turn a standard vehicle...

...into a personalized one, wrapped with a printed vinyl!

Vehicle wrapping is easier with HP latex technology!



From printing with solvent inks...

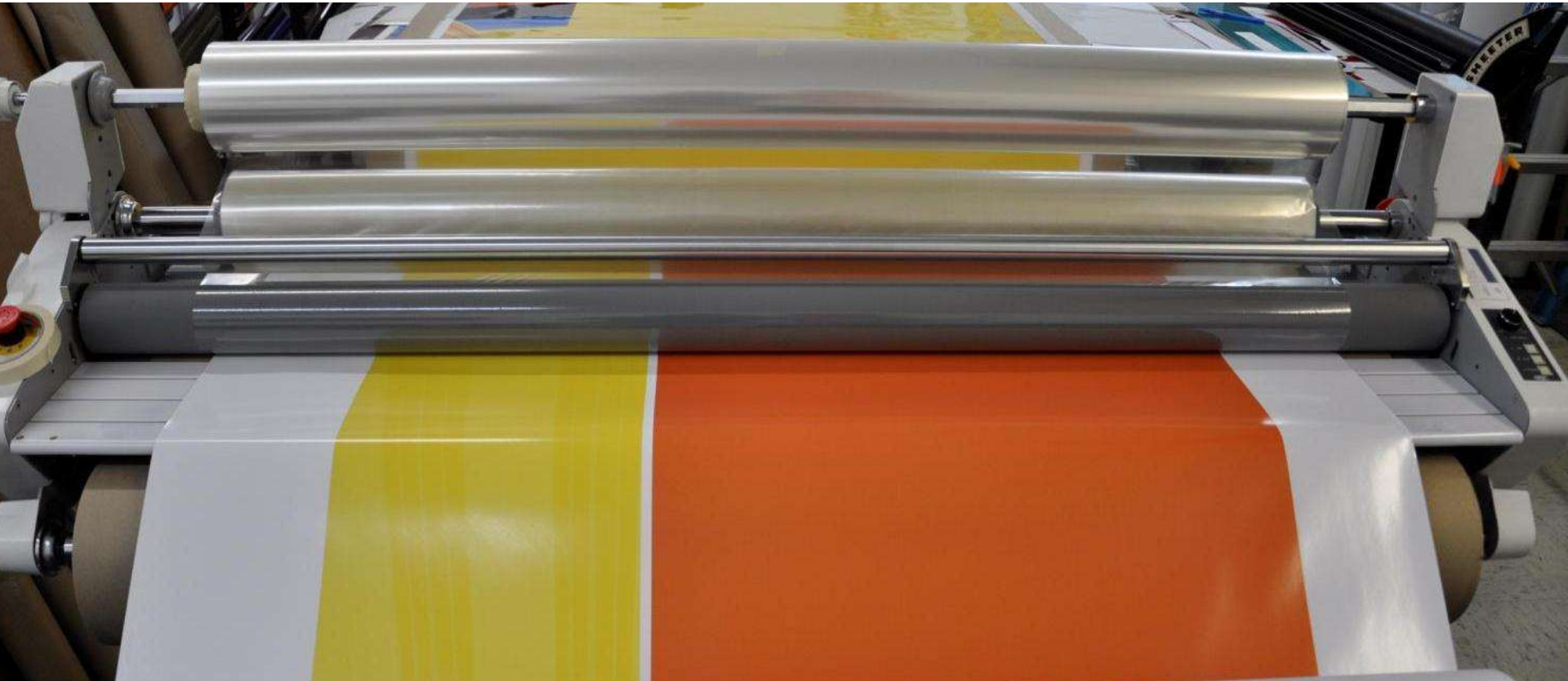
… to printing with HP latex inks

Lamination is important just after printing

But you need to wait...
if you print with solvent inks!!!

...or send all solvent to the room!

Instant lamination with HP latex inks



Conformability

HP latex inks

Latex inks are known for their flexibility

HP Latex does not modify the vinyl, nor the adhesive!

Effect on the backside of a printed vinyl

Eco-solvent

HP Latex

RACEPAINT7
FLEETING IMAGE
FACTORY
7
1/7 CANTERBURY RD
THE STANDARD
ACAHELICOPTERS.COM.AU

May I taste your coffee, Tina?
Just black, with no sugar, please

MORGAN
FAMILY

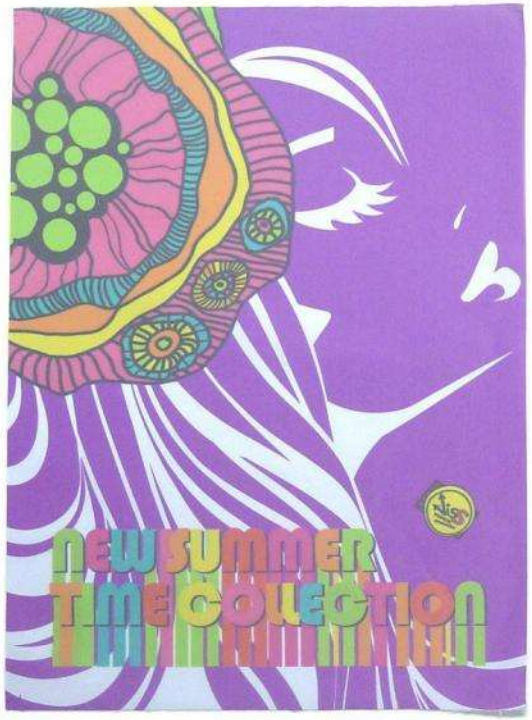
5

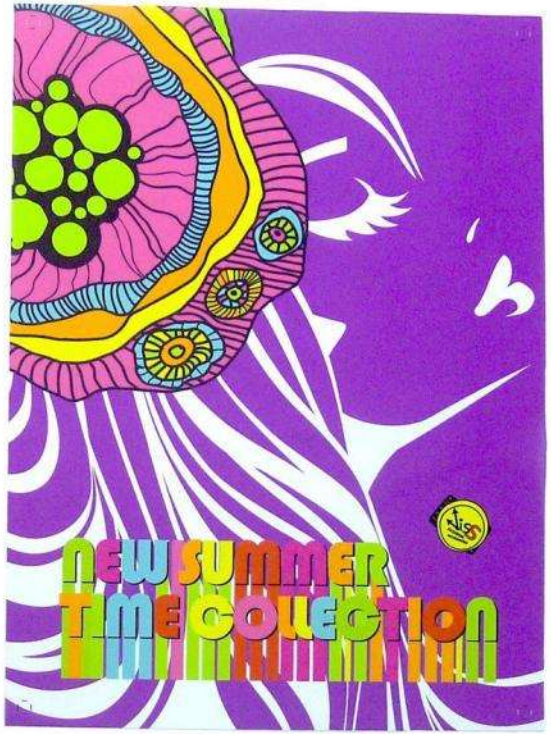
Discover a new world of applications with HP latex inks

Displays with textiles

Solvent vs HP latex ink technologies

Uncoated textile (Verseidag Seeme® TEX 2fold)



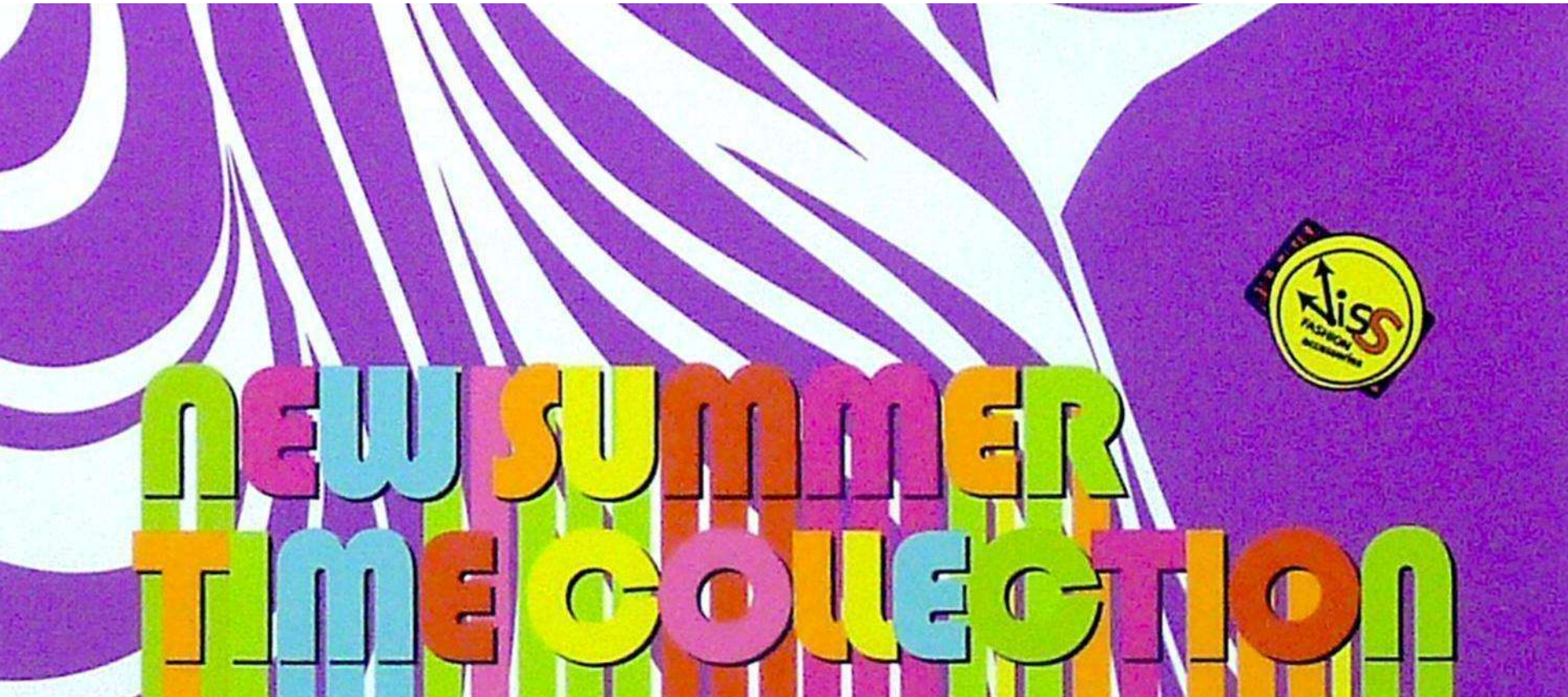


Solvent (Roland VS-640)

Uncoated textile (Verseidag Seeme® TEX 2fold)

HP latex (HP Designjet L26500 printer)

Uncoated textile (Verseidag Seeme® TEX 2fold)



Which markets?

Temporary use textiles

1

Retail:

- Point of purchase / point of sale
- Internal decoration

Frameless textiles - frontlit

HP latex inks

Berger Cotton Canvas 200 / *Berger* Samba FR / *Neschen* Varitex...

Frameless textiles - frontlit

HP latex inks

Berger Cotton Canvas 200 / *Berger* Samba FR / *Neschen* Varitex...

Frameless textiles - backlit

HP latex inks

The best eye-catching display!

Frameless textiles - backlit

HP latex inks

The most eye-catching displays!

Frameless textiles - backlit

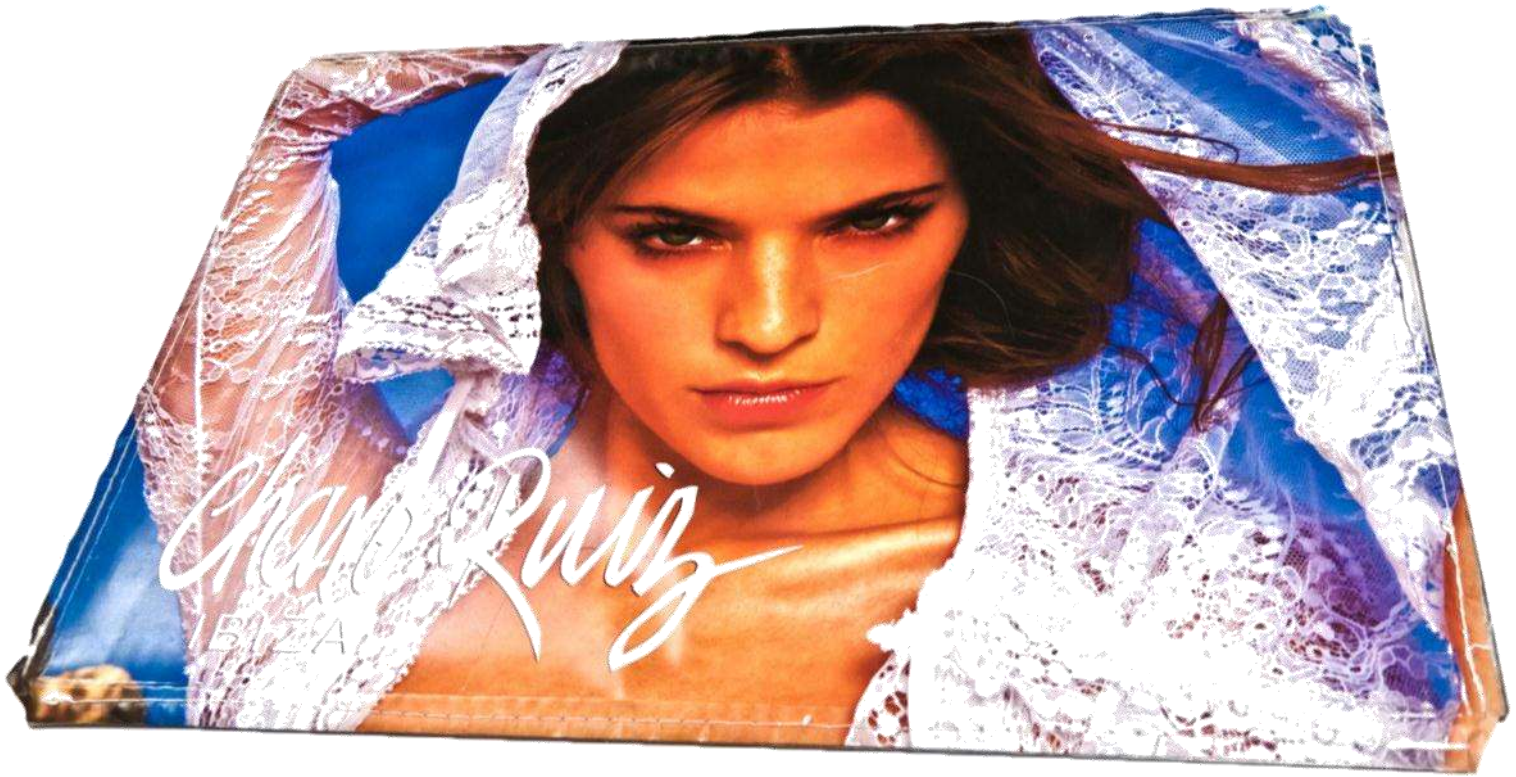
HP latex inks

Select a light and elegant lightbox

Frameless textiles - backlit

HP latex inks

Choose a textile designed for backlit application (like *DHJ* skin)



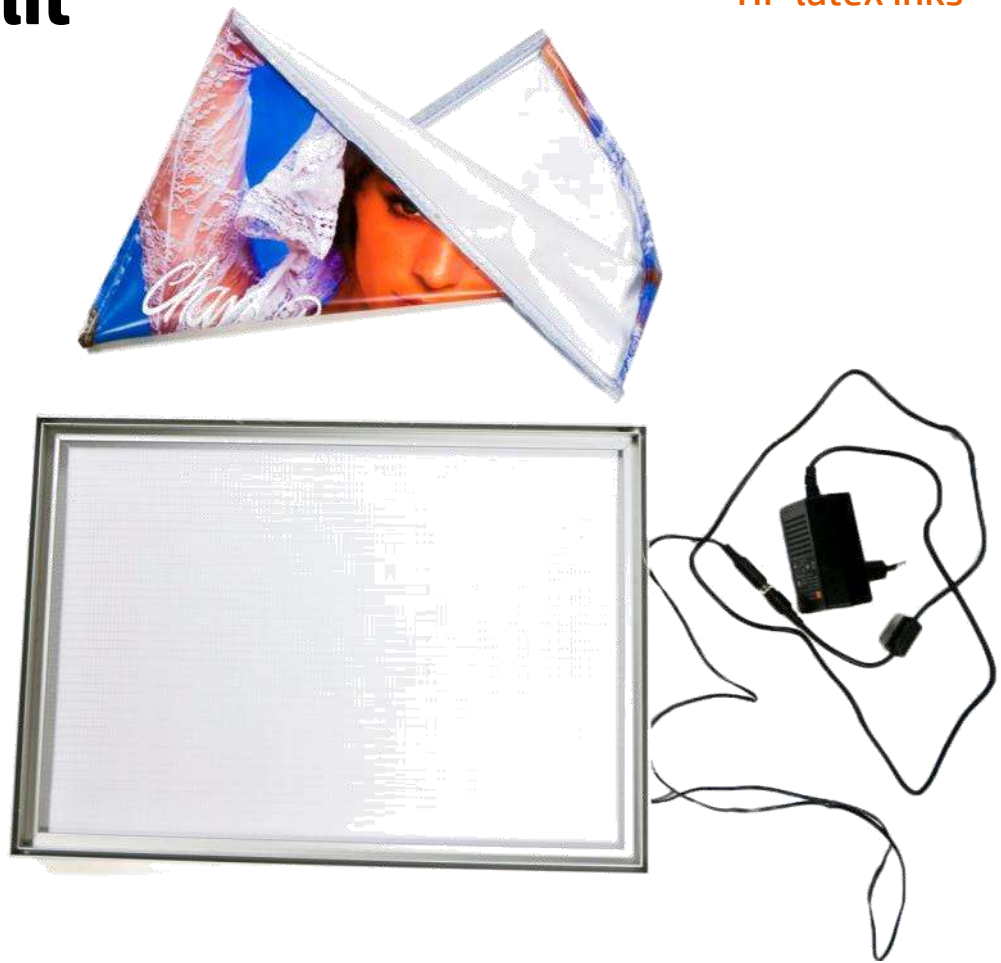
Frameless textiles - backlit

Sew silicone strips on the sides

Frameless textiles - backlit

HP latex inks

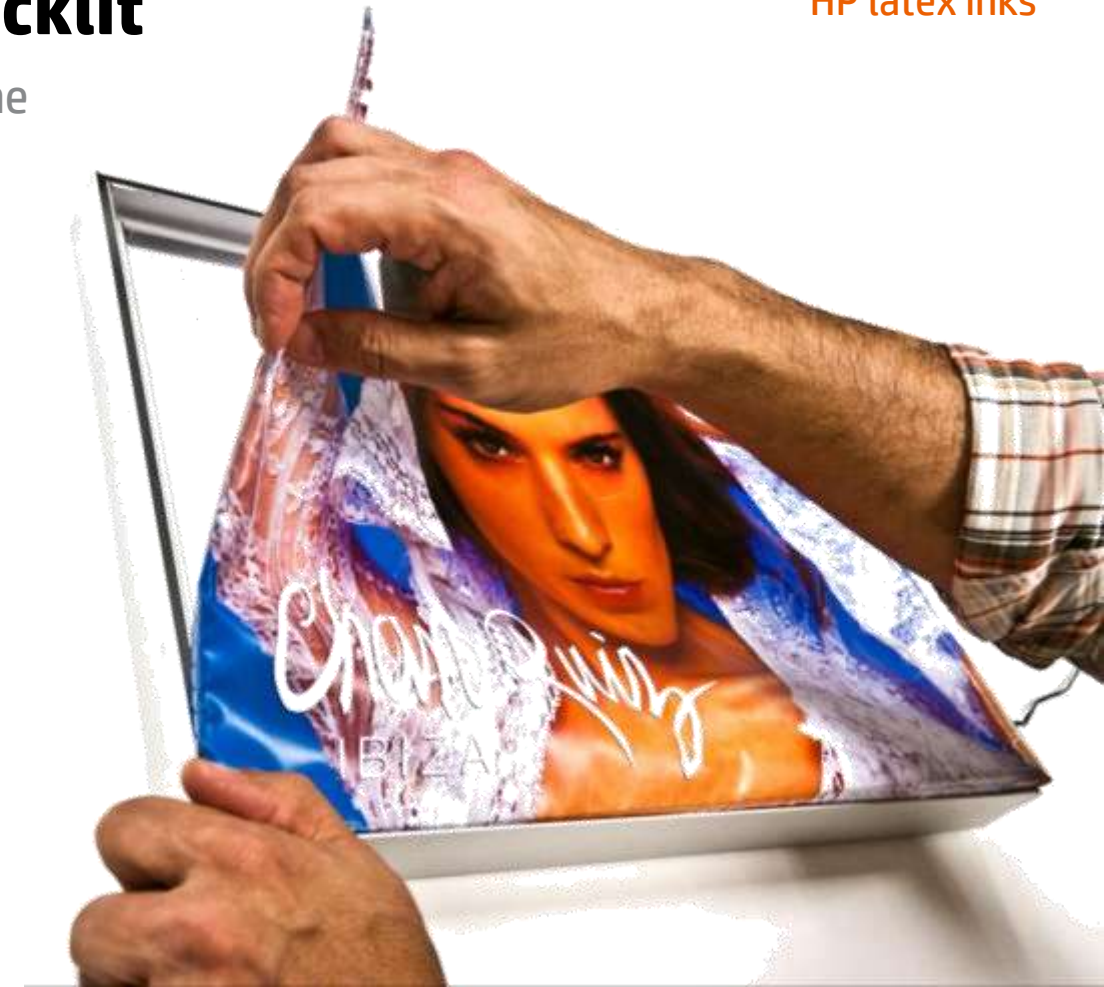
Insert the print into the metallic frame



Frameless textiles - backlit

HP latex inks

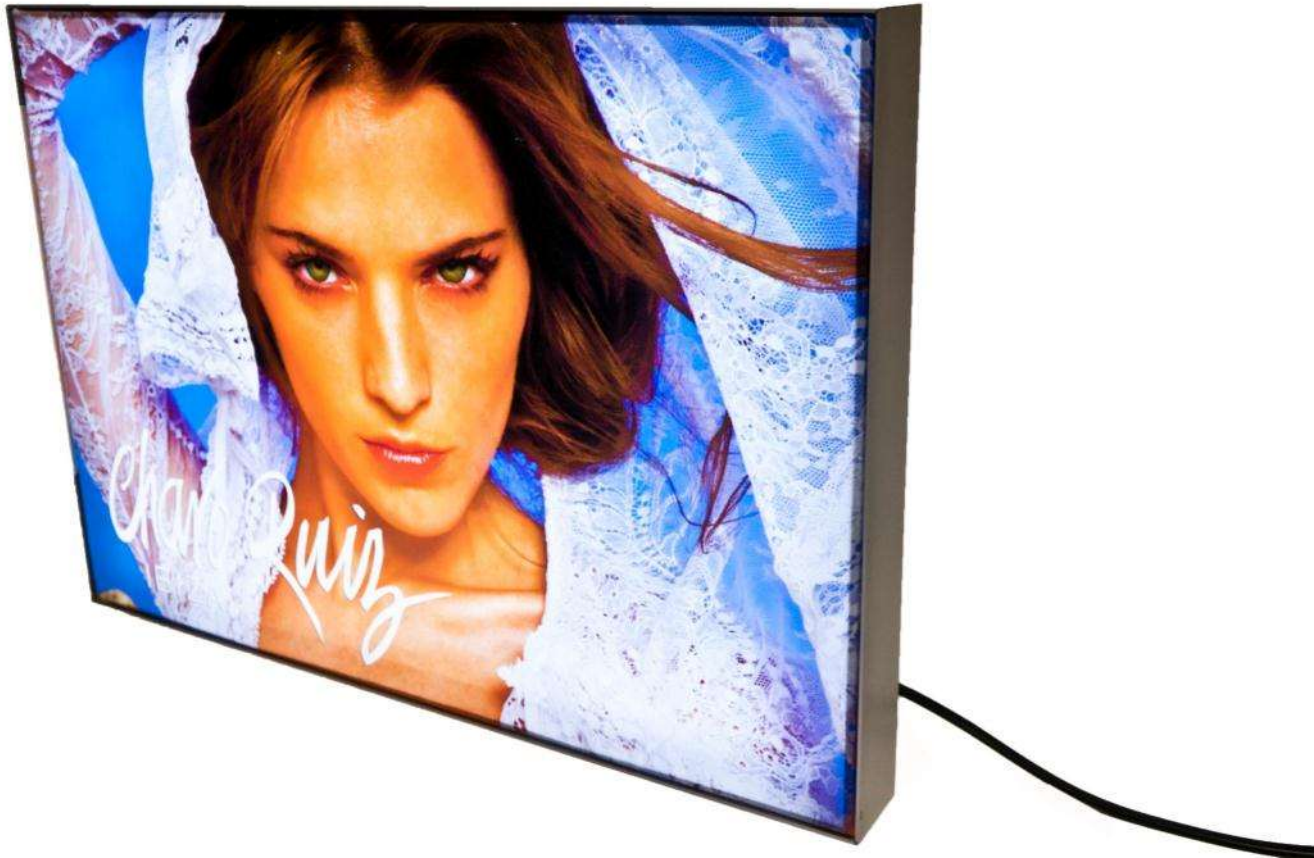
Insert the print into the metallic frame



Frameless textiles - backlit

HP latex inks

DHJ skin



Drop sign

HP latex inks

Verseidag Seemee TEX 2fold DS, G+O Friedrich 5078 L...

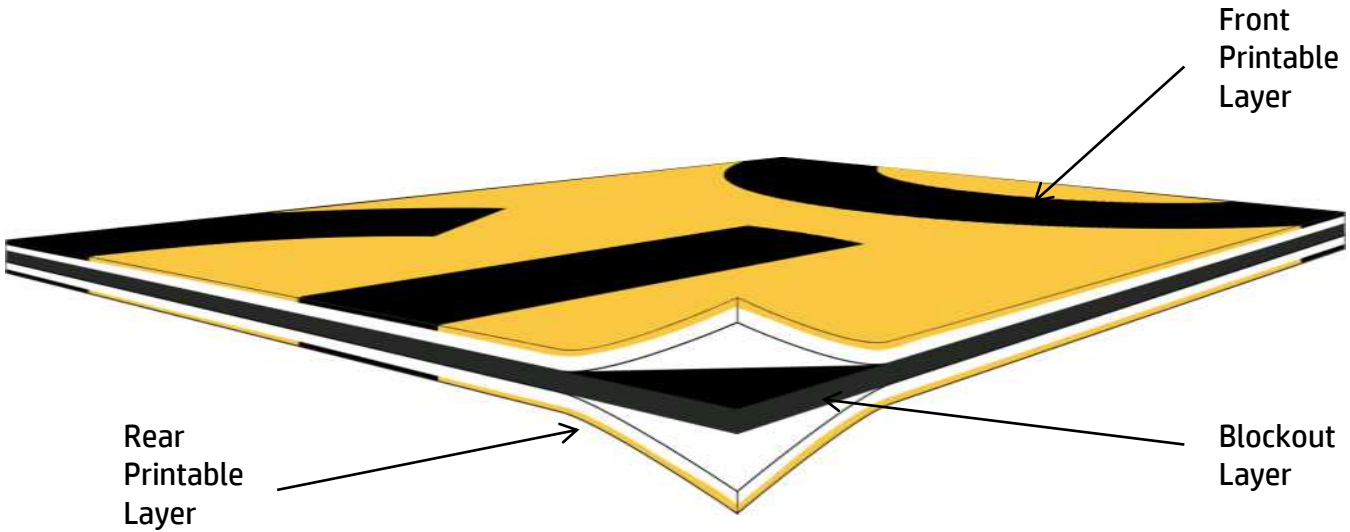
Drop sign

HP latex inks

Fisher 1800 Blocker, Junkers and Müller Mediatex Dobule Face...

2-Sided Priting with HP Designjet L-Series Printers

Traditional blockout material



Portable tear drop

HP latex inks

G+O Friedrich 7019BSx2

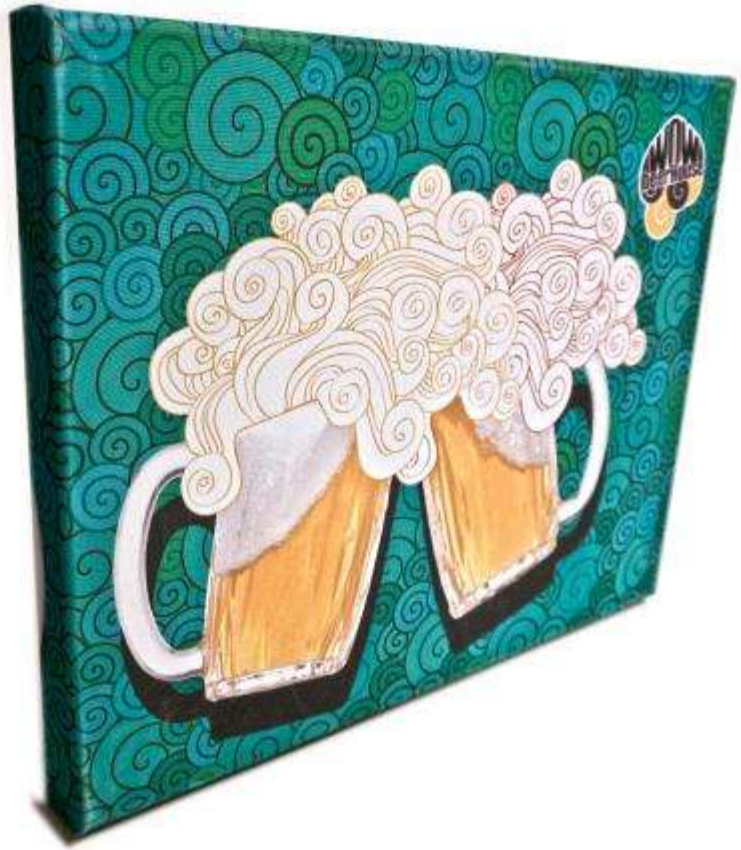
Double-sided tear drop

And print on both sides!

Framed textile for decoration

HP latex inks

HP light textile



Which markets?

1 Retail

2 Tradeshows/events/entertainment

Roll-up banner

HP latex inks

Fisher GF 8874 Tri Poplin

Portable fabric back wall / back drop

HP latex inks

In just one piece with the HP Designjet L28500 Printer

Back drop

One piece, easy to install by just one operator!

Discover a new world of applications with HP latex inks

Stretched images with canvas

HP latex technology to print on canvas?

HP latex technology to print on canvas?

1. Image Quality

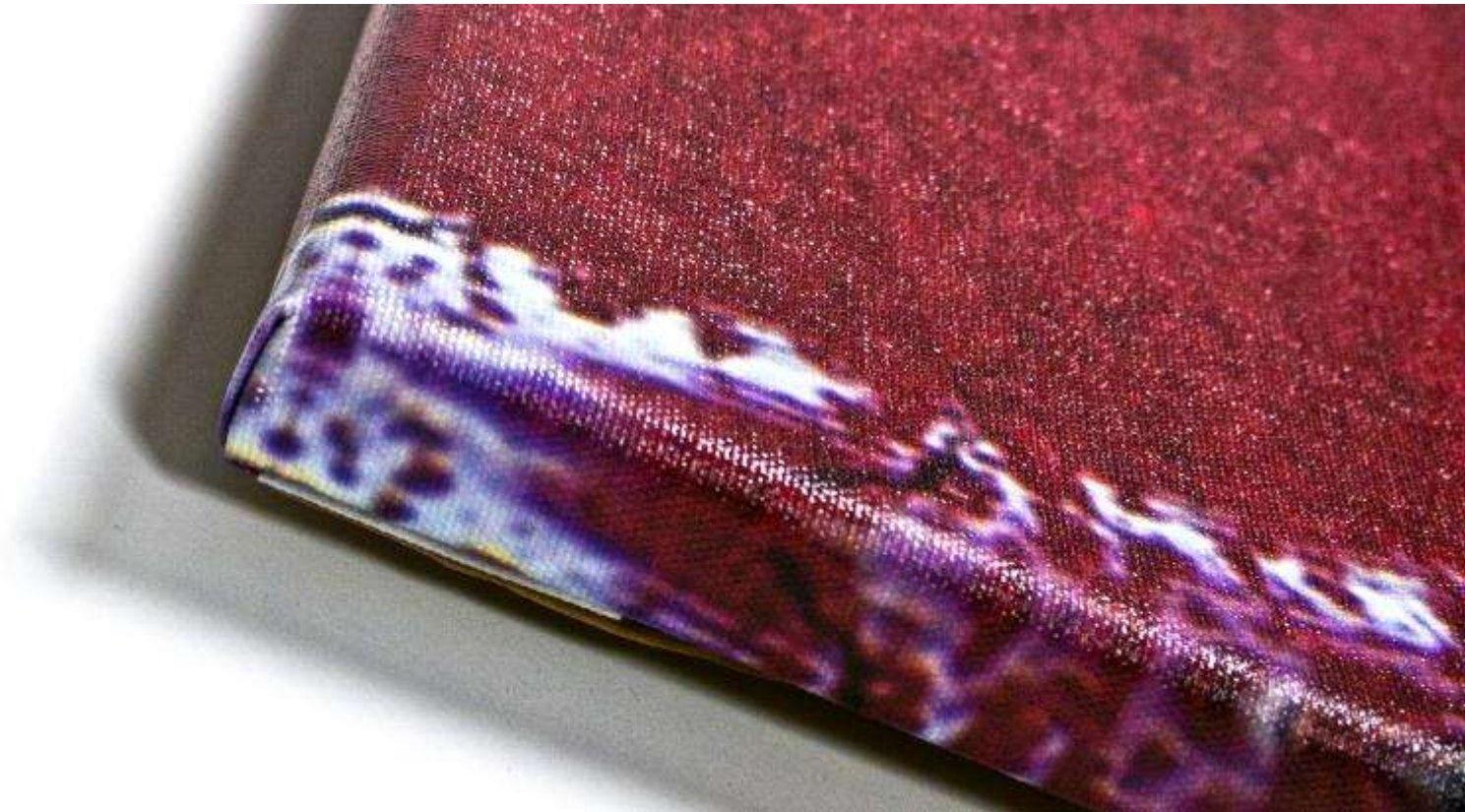
HP latex technology to print on canvas?

1. Image Quality
2. Durability

HP latex technology to print on canvas?

1. Image Quality
2. Durability
3. No cracking, no lamination is needed

HP latex inks are flexible



No cracking thanks to the flexible HP latex inks

When combined with a flexible canvas

Other inks break when folding

Other inks break when folding

HP latex technology to print on canvas?

1. Image Quality
2. Durability
3. No cracking, no lamination is needed
4. Lower cost canvas

Stretched canvas: a product with high margins!

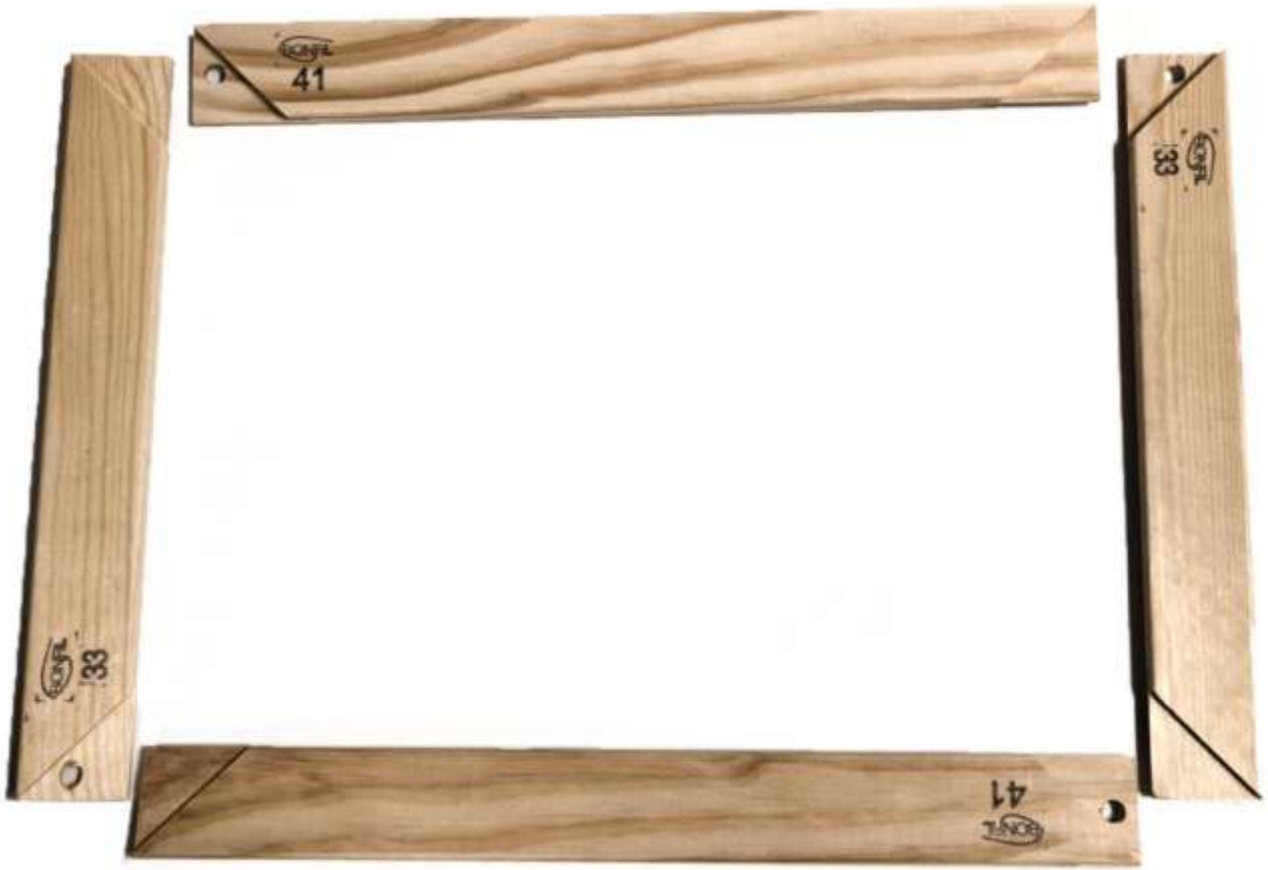
Let’s stretch a canvas…

...with very simple tools

HP latex inks

Prepare the stretching bars

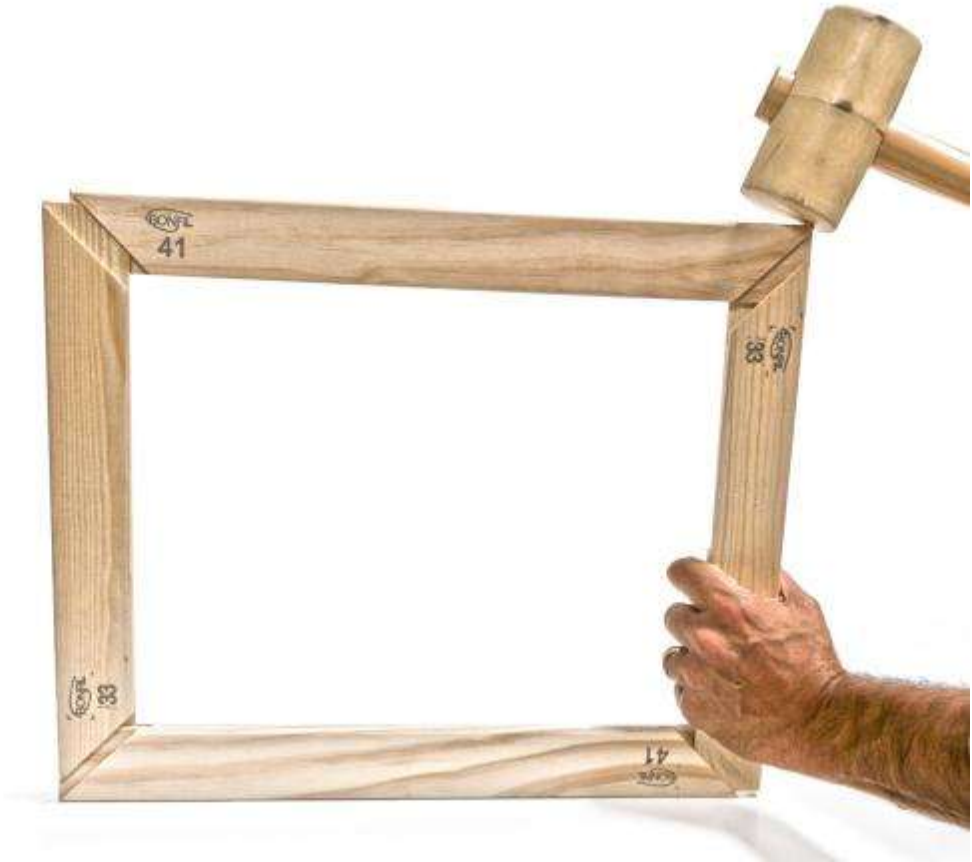
HP latex inks



Assemble the stretching bars

Make the wooden frame

HP latex inks



Ensure 90º angles

The wooden frame is ready!

Position the frame on top of the canvas

HP latex inks

Start the stretching process

First one side, then the other...

Fold the corners...

...with no cracking!

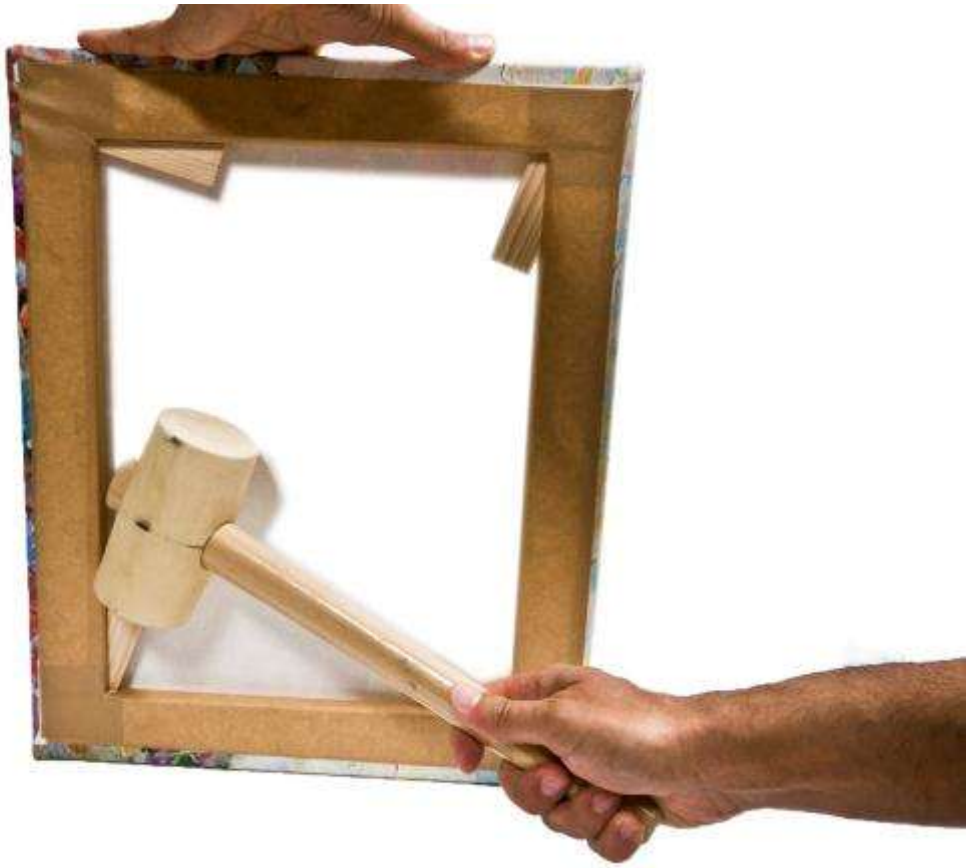
Add more staples

Embellish the backside

Professional finish!

Insert the wedges

Hit the wedges to obtain additional tension



An alternative tensioning method: artwedge.com

The canvas is ready!

The canvas is ready!

HP latex inks

Add texture to the canvas

HP latex inks

Water-base texturing gel / texturizer

www.lionpic.co.uk

The gel becomes transparent once dried

You may want to embellish the print…

HP latex inks

...with just some retouches here and there!

HP latex inks

Canvas with high margins!

Discover a new world of applications with HP latex inks

Banners, lightboxes…and much more!

Banners

HP latex inks

Double-sided PVC

Banners

HP latex inks

Double-sided PVC… and PVC-free with “HP HDPE double-sided reinforced banner”

No limits to your creativity!

HP latex inks

Polyester backlit films

HP latex inks

Vivid colors… which dry just after printing!

Polyester backlit films

HP latex inks

Personalized lampshades

Heat transfers for textiles

HP latex inks

Print on transfer material...and transfer it to the T-Shirt!

Rigid work zone signs

HP latex inks

Nikkalite, 3M, Avery…

Synthetic leather

HP latex inks

Personalized bags with excellent durability

Synthetic leather

HP latex inks

No limits to your creativity!

Questions?

Don’t hesitate to contact me by e-mail…

roman.barba@hp.com

Ask questions!

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Webinar Info

Provided for quick reference

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Question and Answer

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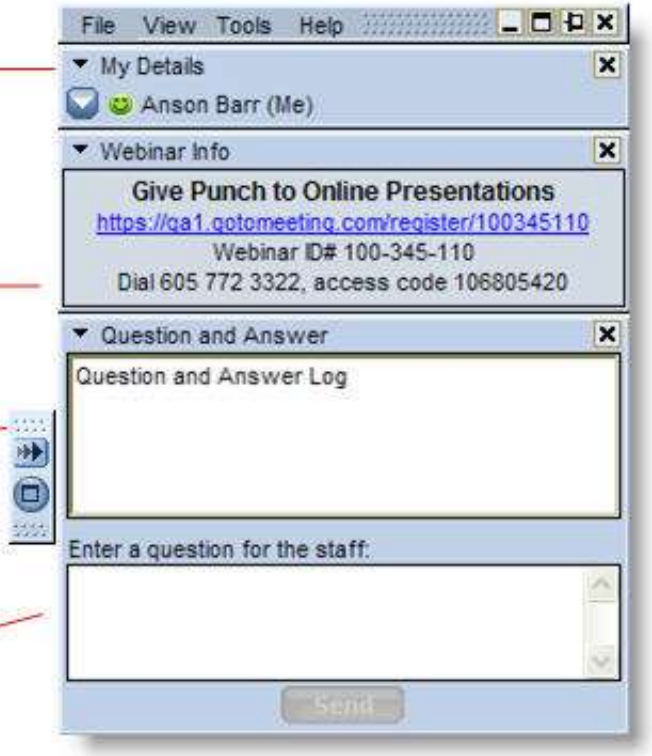

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