



HP Latex 315 Printer

Enter into HP Latex Sign & Display with this compact 54-in (1.37-m) printer



Expand your applications—beat client expectations

- Print beyond paper—expand to self-adhesive vinyl, backlits, wall paper, and more—up to 54 inches.
- Reach more indoor spaces, like healthcare—water-based HP Latex Ink prints are odorless.²
- Win new clients on eco standards—UL GREENGUARD GOLD Certified inks; prints meet AgBB criteria.²
- Produce sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, and 1200 dpi.

Same-day delivery—you can say "yes" to every job

- Eliminate waiting time—prints come out completely dry and ready for finishing and delivery.
- Produce high quality at speed—129 ft² (12 m²)/hr indoor quality with HP OMAS and HP Latex Optimizer.³
- Deliver jobs immediately with the automatic X-axis cutter.
- You can minimize damage risk—scratch resistance is comparable to hard-solvent inks on SAV and PVC banner.¹

Compact, easy operation helps keep costs low

- Free up workspace and your operator with front media loading and automatic, reliable, low-maintenance printing
- Use optimized profiles, customize yours—HP Quick Substrate Profiling; easy FlexiPrint HP Edition RIP inbox.
- Maintain high image quality over the life of the printer with user-replaceable HP Thermal Inkjet printheads.
- Monitor your printer remotely with the free HP Latex Mobile app.⁴

For more information, please visit <http://www.hp.com/go/latex315>

Join the community, find tools, and talk to experts. Visit the HP Latex Knowledge Center at <https://hplatexknowledgecenter.com/>

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 Overlaminates. Results may vary based on specific media performance.

² Odorless prints: there is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print. Applicable to HP Latex Inks. 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 <http://www.ul.com/gg> or <http://www.greenguard.org>. HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products, see <http://www.umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building>.

³ Indoor quality (8-pass 6-color) mode.

⁴ HP Latex Mobile is compatible with Android™ 4.1.2 or later and iOS 7 or later, and requires the printer and the smart phone or tablet to be connected to the Internet.

