



# EQUIPPED TO WIN BIG

WITH THE  
HP LATEX 700 AND 800  
PRINTER SERIES

INTRODUCING OUR LATEST INNOVATION  
AND ADDITION TO THE HP LATEX FAMILY

## WHY UPGRADE



### Take on the HIGHEST VALUE JOBS

With the whitest white,<sup>1</sup>  
vivid colors, and the next  
level of media versatility.



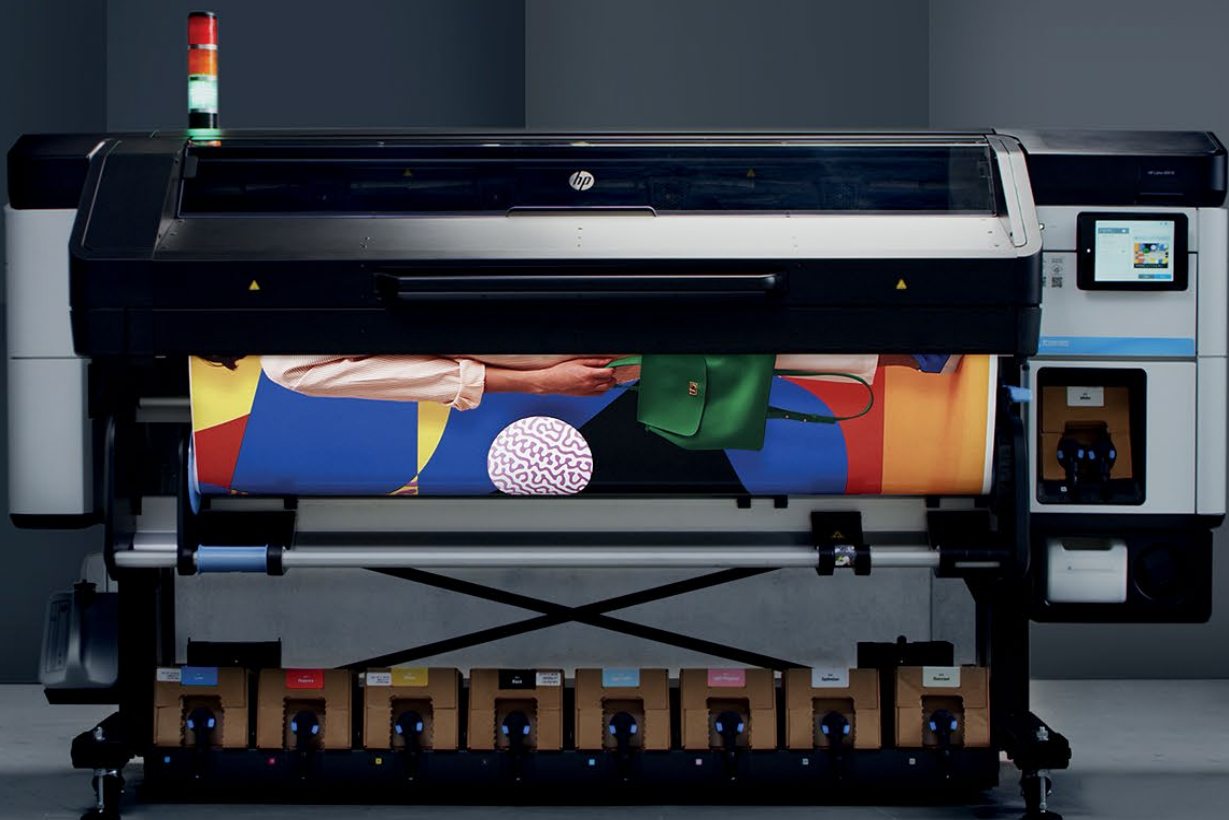
### Beat YOUR DEADLINES

Drive high productivity with  
saturated color at speed and  
robust, smart printing.



### Sharpen your SUSTAINABILITY EDGE

Water-based HP Latex Inks—no  
HAPs,<sup>2</sup> odorless prints,<sup>3</sup> and  
compatible eco-conscious media.<sup>4</sup>



# WHY UPGRADE



## Whitest white<sup>1</sup>

Extend your portfolio into high-margin jobs with the **whitest white without complexity<sup>1</sup>**—automatic recirculation and printhead cleaning reduce manual purging.



## Vivid color at high speed

HP Latex Ink, with higher pigment load, enables **high-saturation color** even at up to 25 m<sup>2</sup>/hr (269 ft<sup>2</sup>/hr) indoor,<sup>5</sup> with increased gamut.<sup>6</sup> Deliver vivid colors at high speed, get striking contrast using pure blacks, and expect **sharp 4-point text**.



## Next level media versatility

More supported media — including compatible eco-conscious media<sup>4</sup>—due to lower curing temperature.<sup>6</sup> **Improved color consistency and length repeatability** between tiles with the fan system that homogenizes the temperature inside the print zone.<sup>6</sup>



## Up to 50% more productive<sup>6</sup>

**High productivity** at speeds up to 36 m<sup>2</sup>/hr (388 ft<sup>2</sup>/hr) outdoor<sup>5</sup> with 50% more nozzles per printhead<sup>6</sup> for better saturation at high speeds.



## Fast reprints

Work **fast processing reprints** and multi-copy jobs with a smart 8-inch front panel, and store up to 100 jobs.



## Easy media loading

Enjoy **fast and easy spindle-less loading** and media access with the raisable curing module for rolls **up to 55 kg (121 lb)**.



## Plastic reduction

**HP Eco-Carton replaces plastic ink cartridge.** For the 1-liter cartridge for the HP Latex 700 Printer series, reduces plastic by 80% and CO<sub>2</sub>e by 66%.<sup>7</sup>



## PRINTERS AT A GLANCE



	HP LATEX 700 Printer	HP LATEX 700 W Printer	HP LATEX 800 Printer	HP LATEX 800 W Printer
MAXIMUM MEDIA WIDTH	1.63 m (64 in)	1.63 m (64 in)	1.63 m (64 in)	1.63 m (64 in)
CARTRIDGE SIZE	1 liter	1 liter	3 liters	3 liters
WHITE INK	No	Yes	No	Yes
MAXIMUM ROLL SIZE	55 kg (121 lb)	55 kg (121 lb)	55 kg (121 lb)	55 kg (121 lb)
OUTDOOR QUALITY <sup>5</sup>	31 m <sup>2</sup> /hr (334 ft <sup>2</sup> /hr)	31 m <sup>2</sup> /hr (334 ft <sup>2</sup> /hr)	36 m <sup>2</sup> /hr (388 ft <sup>2</sup> /hr)	36 m <sup>2</sup> /hr (388 ft <sup>2</sup> /hr)
INDOOR QUALITY <sup>5</sup>	21 m <sup>2</sup> /hr (226 ft <sup>2</sup> /hr)	21 m <sup>2</sup> /hr (226 ft <sup>2</sup> /hr)	25 m <sup>2</sup> /hr (269 ft <sup>2</sup> /hr)	25 m <sup>2</sup> /hr (269 ft <sup>2</sup> /hr)

<sup>1</sup> White ink available for the HP Latex 700 W and 800 W Printers. Whitest white based on ISO/DIS 23498 compared to competitive alternatives using solvent and UV technologies under \$50,000 USD as of May, 2020. Test performed on black opaque self-adhesive vinyl (L\*:4.16 – a:0.48 – b:2.34) with 160% UF printmode using HP 832 1-liter White Latex Ink Cartridge with the HP Latex 700 W Printer and HP 873 White Latex Ink Cartridge with the HP Latex 800 W Printer. Visual opacity = 91%.

<sup>2</sup> 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 2013) and none were detected.

<sup>3</sup> 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.

<sup>4</sup> See <http://www.hp.com/go/mediasolutionslocator>.

<sup>5</sup> 25 m<sup>2</sup>/hr (269 ft<sup>2</sup>/hr) indoor and 36 m<sup>2</sup>/hr (388 ft<sup>2</sup>/hr) outdoor applicable to the HP Latex 800 Printer series. For all printers, Outdoor mode (Banner) 4-pass, 100%. Indoor mode (SAV) 6-pass, 100%. Based on internal HP testing in September 2020 on Avery 3001. Print speed may vary due to the adaptive printing mechanism to avoid image quality defects.

<sup>6</sup> Compared to the previous models (HP Latex 300 and 500 Printer series).

<sup>7</sup> CO<sub>2</sub>e reduction based on moving from plastic ink cartridge to cardboard HP Eco-Carton ink cartridge, with annual manufacturing savings of 291 tons and transport savings of 8 tons. Equivalent to 1,194,028 km (741,935 miles) driven by an average passenger vehicle or over 38 million smartphones charged.

