



La Nouvelle  
Collection

Increase efficiency. Accelerate results.

# HP Latex 2700 Printer series





# Turn efficiency into profit with HP Latex 2700

Putting your heart into your business means focusing extensively on meeting clients' expectations. And while quality is a key ingredient to your success, it's not the only factor. You must always be on your toes, figuring out new ways to fit more jobs into each day, how to expand your application offering, and how to appeal to a growing base of eco-conscious customers.

Fortunately for you and other print professionals today, the new HP Latex 2700 Printer series delivers on all fronts, enabling a more efficient, profitable, and sustainable way to print—without sacrificing quality.



## Accelerate production efficiency

The HP Latex 2700 helps you accelerate your business with vivid colors at up to 89 m<sup>2</sup>/hr (958 ft<sup>2</sup>/hr).<sup>1</sup> Its automated printhead cleaning and intuitive interface help you save time and money. Plus, you can get proactive support, workflow control and online training with HP Professional Print Service Plans.<sup>2</sup>



## Print your way to higher margins

Extend your offer with the whitest white without yellowing over time, repeated maintenance, and without white ink waste.<sup>3</sup> Capture higher margins with 30% wider color gamut<sup>4</sup> on a wide applications range, and experience easy finishing and installation with up to 160% ink stretchability for wrapping.<sup>5</sup>



## Safeguard health and the environment

HP Latex Inks with 65% water composition are the most environmentally certified technology<sup>6</sup> designed to avoid the hazards associated with UV. No hazardous air pollutants,<sup>7</sup> odorless prints,<sup>8</sup> recyclable ink carton cardboard,<sup>9</sup> and a wide range of compatible eco-conscious media.<sup>10</sup>

# Increase your business' potential



# 1

## Discover the benefits of HP Latex White ink

- The whitest white that resists yellowing over time.<sup>3</sup>
- White made easy with automatic ink recirculation and printhead cleaning.
- Flexible, thin ink layer helps avoid issues when laminating.
- No waste between white jobs by removing the white printhead when not in use.<sup>3</sup>



# 2

## Gain radical efficiency with HP Professional Print Service Plans<sup>2</sup>

- Improve printer uptime by getting the right level of support when you need it.
- Increase management control with HP PrintOS<sup>11</sup> to monitor and optimize printing workflows.
- Become more self-sufficient and knowledgeable through HP Learn trainings that upskill your capabilities.<sup>11</sup>



# 3

## Open the door to more applications and margins

From window graphics and outdoor signage to canvas, wallcoverings, window blinds, vehicle graphics, textiles, and more, the HP Latex 2700 Printer series enables you to deliver an extensive range of unique, high-margin applications.



# 4

## Safeguard health and the environment

- Water-based HP Latex Inks contain zero Hazardous Air Pollutants<sup>7</sup> to avoid risks associated with UV inks and enable odorless prints<sup>8</sup> for even the most sensitive spaces.
- Lead and differentiate with inks certified by industry-leading labs: the proof that brands and print buyers require.
- Reduce environmental impact with recyclable carton-based cartridges, free supplies take-back program,<sup>9</sup> and disposable prints.
- Get a wide range of compatible eco-conscious media, meeting UL GREENGUARD GOLD and Toy Safety requirements.<sup>10</sup>



Toy safety<sup>10</sup>



UL ECOLOGO<sup>®12</sup>



Unrestricted for full room décor<sup>10</sup>



Level 1-Zero Discharge of Hazardous Chemicals<sup>13</sup>

# Meet the family



## HP Latex 2700

### Core features

3.2 m (126-in) maximum media width

Single roll up to 300 kg (660 lb)<sup>14</sup>

5-liter color cartridge

Color speeds up to 121 m<sup>2</sup>/hr (1302 ft<sup>2</sup>/hr) outdoor

Optional Jumbo Dual Roll Kit and Ink Collector Kit

1-year warranty



## HP Latex 2700 W

### Core features

3.2 m (126-in) maximum media width

Single roll up to 300 kg (660 lb)<sup>14</sup>

5-liter color cartridge

Color speeds up to 121 m<sup>2</sup>/hr (1302 ft<sup>2</sup>/hr) outdoor

Optional Jumbo Dual Roll Kit and Ink Collector Kit

1-year warranty

### Differentiating features

3-liter white cartridge

White speeds up to 54 m<sup>2</sup>/hr (581 ft<sup>2</sup>/hr)

1. Based on internal HP testing, March 2022. Outdoor mode 3-pass, 6-color, 90%.
2. Some services depend on printer, service contract, and region availability. Visit <https://www.hp.com/us-en/printers/large-format/latex-printer-workflow-solutions-services.html> for more information.
3. Whitest white based on ISO/DIS 23498 compared to top sellers competitive alternatives using UV technology between \$100,000 and \$200,000 USD as of February 2022. Test performed on black opaque self-adhesive vinyl (L:2.35 - a:2.73 - b:4.26) with 260% Spot print mode using HP 883 3-liter White Latex Ink Cartridge. Visual opacity = 94.7%. When HP 886 White Latex Printheads are placed in the storage cassettes, no white ink is used for servicing when printheads are not in use. White ink available for HP Latex 2700 W Printer only. When HP 836 White Latex Printheads are placed in the storage cassettes, no white ink is used for servicing when printheads are not in use.
4. 30% wider gamut based on testing commissioned by HP and performed by Venture Electronics Spain, S.L. in February 2022 comparing the HP Latex 2700 Printer series and comparable top sellers' competitive alternatives using UV technology between \$100,000 and \$200,000 USD as of February 2022, by comparing gamut volume in CIE Lab units (the higher, the better) printing on Avery MPI3001 and Indoor print modes. Test performed under the same conditions in all printers measuring the ECI2002 target with the FD-9 spectrophotometer from Konica Minolta.
5. Based on internal HP testing, March 2022. Stretch performed at room temperature (23°C ± 2°C, 50 % RH ± 5% RH) with an Instron tensiometer, at a jaw separation speed of 300 mm/min. Strips of 200 mm length and 2.5 cm wide. dE calculated according to DELTA E CIE2000. Printed on vinyl cast media, mode 8-pass, 110% ink.
6. Applicable to HP Latex technology compared to competitive large format printing alternatives using solvent and UV technologies. Not all certifications are applicable for all generations of HP Latex Inks. See individual product data sheets for more information at [hp.com/go/latex](http://hp.com/go/latex).
7. 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.
8. Applicable to HP Latex inks. Based on sensory evaluations conducted by Odournet done according to VDI Guideline 3882 where HP Latex 883 inks were characterized as "weak" in odor intensity and "neutral" for hedonic tone. 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.
9. The ink cartridge outer carton is 100% recyclable through local cardboard/paper programs. The inner materials including the ink bag and printheads can be returned free of charge to the HP Planet Partners program for reprocessing of plastic parts. Zero landfill. For ink bag and printhead take back, visit <http://www.hp.com/recycle> to see how to participate and for HP Planet Partners program availability; program may not be available in your jurisdiction. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.
10. For eco-conscious media see <http://www.hp.com/mediasolutionslocator>. 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 [ul.com/gg](http://ul.com/gg) or [greenguard.org](http://greenguard.org). HP Latex is rated as unrestricted room size—full decorated room, 33.4 m<sup>2</sup> (360 ft<sup>2</sup>) in an office environment, 94.6 m<sup>2</sup> (1,018 ft<sup>2</sup>) in a classroom environment. Fourth-generation HP Latex inks have been tested and demonstrated compliance to the following toy safety methods and protocols: EN 71-3, EN 71-9, ASTM F963-17, US 16 CFR 1303, US 16 CFR 1307, SOR 2011-17, and SOR 2018-83. HP does not recommend using the ink for toys intended to target children under the age of 3 years.
11. Requires an HP PrintOS account, Internet connection, and connected Internet-capable device. For more information, see <http://www.printos.com>.
12. UL ECOLOGO® Certification to UL 2801 demonstrates that 883 inks meets a range of multi-attribute, lifecycle-based criteria related to human health and environmental considerations (see <http://www.ul.com/EL>).
13. Zero Discharge of Hazardous Chemicals. Applicable to HP Latex Inks. The ZDHC Roadmap to Zero Level 1 demonstrates that an ink conforms to or meets the standards of the ZDHC Manufacturing Restricted Substances List (ZDHC MRSL) 1.1, a list of chemical substances banned from intentional use during production. ZDHC is an organization dedicated to eliminating hazardous chemicals and implementing sustainable chemicals in the leather, textile, and synthetics sectors. The Roadmap to Zero Program is a multi-stakeholder organization which includes brands, value chain affiliates, and associates, that work collaboratively to implement responsible chemical management practices. See <http://www.roadmaptozero.com>.
14. HP Latex 2700 and 2700 W Printers support single rolls up to 160 kg (353 lb). Printer capacity can be increased up to 300 kg (660 lb) with the optional HP 126-in Diverter Roller or HP Latex 2700 Series Jumbo Dual Roll Kit Not included, sold separately.

