

# One Printer. Endless Possibilities.

With the all-in-one HP Latex R530.

Transform production and grow profits with the only compact all-in-one rigid and flexible HP Latex printer.





# Discover rigid and flexible printing. All-in-one powerful device.



The road to success is paved with hard work and determination. But in the world of print services, strategy and the right equipment are just as crucial. Enter the HP Latex R530 Printer—a game-changer for Print Service Providers looking to push their business to new heights.

Designed for versatility and profitability, the compact all-in-one HP Latex R530 Printer delivers high-margin rigid and flexible applications. You can cut costs with direct-to-rigid printing, achieve stunning color with HP Pixel Control, and enjoy seamless production with effortless white ink maintenance and the HP PrintOS Production Hub<sup>2</sup>. Print smarter, thrive faster with HP Latex.



## Tap into game-changing rigid and flexible applications — with a single printer.

Print directly on rigid materials without tradeoffs using the HP High Control Belt System.

Accommodate both rigid and flexible applications with a compact hybrid printer, powered by single-phase power.

Simplify operations and streamline workflows—centralize order reception with HP PrintOS Production Hub<sup>2</sup>.

## Print consistent quality across materials.

Enhance your offering with high-margin rigid and flexible applications, featuring bold colors and smooth gradients.

Achieve consistent, stunning quality across all applications with HP Latex Inks and HP Pixel Control—and still maintain the look and feel of your media.

Simplify with the HP Latex white ink printing experience, which includes automatic recirculation and printhead cleaning.

## Lead with certified HP Latex Inks.

Cut waste and costs by printing directly onto rigid surfaces—and keep your fiber-based media recyclable.

Boost your sustainability efforts with HP's unique Sustainability Amplifier software, odorless prints and UL ECOLOGO®-certified HP Latex Inks.

Support circularity with a printer made from 25% recycled plastic and our returnable extended-life maintenance cartridge.

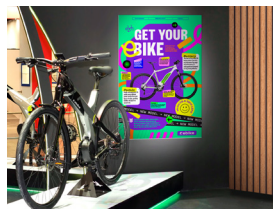


# More applications. More ways to grow.

Expand into new, profitable applications with HP's latest compact all-in-one printer. This all-in-one solution empowers you to print on both rigid and flexible materials, eliminating the need for costly outsourcing and inefficient print-and-mount workflows. Print directly on rigid substrates such as Foam PVC, Foam board, Aluminum composite panels, and Fluted polypropylene or corrugated plastic.

Or take your capabilities—and business—even further by printing on diverse materials like wood and brushed aluminum composite, all while ensuring consistent color quality across both rigid and flexible media.

UL ECOLOGO®-certified HP Latex Inks<sup>6</sup> enable odorless prints<sup>5</sup>—perfect for indoor retail signage, interior décor, and other applications in premium or sensitive environments.



## Retail

Expand into high-value retail applications—from POS posters to window graphics and banners—with vibrant colors and high-opacity whites. Say goodbye to print-and-mount processes—and achieve consistent color across your campaigns with a single printer.



## Indoor Signage

Transform production with a compact hybrid printer that delivers high-value flexible and rigid applications. Confidently produce stunning wall graphics, banners, posters, backlit displays, window graphics, and other indoor signage. UL ECOLOGO®-certified HP Latex Inks<sup>6</sup> are water based for odorless prints<sup>5</sup> you can position anywhere.



## Outdoor Signage

Print everything from billboards and posters to building signs, vehicle graphics, and banners with durable, flexible water-based HP Latex Inks. See high ink adhesion and exceptional scratch resistance, allowing you to easily assemble and cut without chipping. Enjoy hassle-free lamination for stunning, long-lasting signage.



## Window Graphics

Boost your business with eye-catching window graphics for storefronts, bus stands, offices, restaurants, hotels, and more. You can achieve brilliant, high-opacity whites that resist yellowing, even on transparent and colored media. Improve brand visibility with great looking prints while also growing your margins.



## Décor

Create new profitable opportunities in the interior design space with an HP printer that unleashes your creativity on flexible and rigid materials. Produce vibrant colors and whites on unconventional surfaces like wood, aluminum, glass, ceramic, and acrylic—maintaining the natural look and texture of each material. Prints are odorless<sup>5</sup> and leave a lasting impression.



## Simplify your printing experience.

We're always working to bring new innovations that simplify the way you print. The IPS Touchscreen interface on the HP Latex R530 Printer puts all the control at your fingertips.

At the same time, HP PrintOS Production Hub<sup>2</sup> delivers simple, efficient production control from start to finish with features like centralized order reception and streamlined job management.

# Transform your production process with ease.

## Complete control at your fingertips.

Operating your HP Latex R530 Printer is a breeze, thanks to its intuitive touchscreen interface. Designed for effortless navigation, you can seamlessly control every function with just a tap.

## One platform. Simplified Production Control.

HP PrintOS Production Hub<sup>2</sup> is a new platform that streamlines your end-to-end production process from order intake<sup>3</sup> to delivery. Maximize efficiency with centralized order reception and job management, while simplifying order intake through our client form<sup>3</sup> and product catalog to reduce errors and accelerate fulfillment.

## Meet the HP Latex R530 Printer



• Product size	2,7 x 1,8 x 1,6 m (without tables); 2,7 x 3,2 x 1,6 m (with tables)
• Media width	1,6 m
• Sheet/Board Size	0,3 x 0,4 m to 1,6 x 1,5 m (up to 1,6 x 3 m with two sets of optional extension tables)
• Maximum media thickness	Up to 0,05 m
• Print Speeds	31 m <sup>2</sup> /h Draft (4 pass); 24 m <sup>2</sup> /h Fast (6 pass); 15,5 m <sup>2</sup> /h Standard (12-pass); 11,5 m <sup>2</sup> /h Quality (16 pass) <sup>9</sup> ; 9,2 m <sup>2</sup> /h White Spot (100%); 6,2 m <sup>2</sup> /h White Overflood (100%); 4,2 m <sup>2</sup> /h White Underflood (100%); 4,4 m <sup>2</sup> /h <sup>8</sup>
• Power	2x Single-phase power
• Applications	Signage, Decoration, Vehicle decoration, Textile, POS and Packaging
• Media Types	Rigid substrates, Roll substrates

1. HP Latex R530 requires less operational space than any conventional 4x8ft flatbed printer, which typically occupies over 28 sqm. This allows for better space efficiency in customer facilities.

2. For HP's large-format printers, HP PrintOS Production Hub is compatible with HP Latex printers and the HP Stitch Printer series. Check the complete list of compatible models in <https://www.hp.com/go/printos>. HP PrintOS Production Hub premium features are only accessible when purchasing an HP Professional Print Service Plus Plan. Remote control actions are enabled by HP PrintOS SyncEdge.

3. Target customers for the HP Latex R530 Printer are traditionally using a Print&Mount technique, using a rigid material and sticking a self-adhesive vinyl on top. With the HP Latex R530 Printer, they would print directly on the rigid material, saving on average 23,2 m<sup>2</sup> of self-adhesive vinyl per month, thus reducing the amount of material used and disposed of.

4. The HP Sustainability Amplifier program helps customers reduce their environmental impact through self-assessment, resources, and recognition with an HP badge, not an official eco-label. Recognition is subject to approval for credibility. Program is only available in English.

5. Applicable to HP Latex Inks. Based on sensory evaluations conducted by Odournet, done according to VDI Guideline 3882 where B73 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.

6. UL ECOLOGO<sup>®</sup> Certified HP 873 inks meet a range of stringent human health and environmental considerations. For certifications, see [www.ul.com/EL](http://www.ul.com/EL) and [www.ul.com/gg](http://www.ul.com/gg)

7. Recycled plastic is expressed as a percentage of the total weight plastic. Post-consumer recycled content is based on the definition set in the EPEAT standard for imaging equipment, IEEE 1680.2.

8. Print speeds may vary depending on the material and due to the adaptive printing mechanism to avoid image quality defects.

