



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,¹
vivid colors, and the next
level of media versatility.



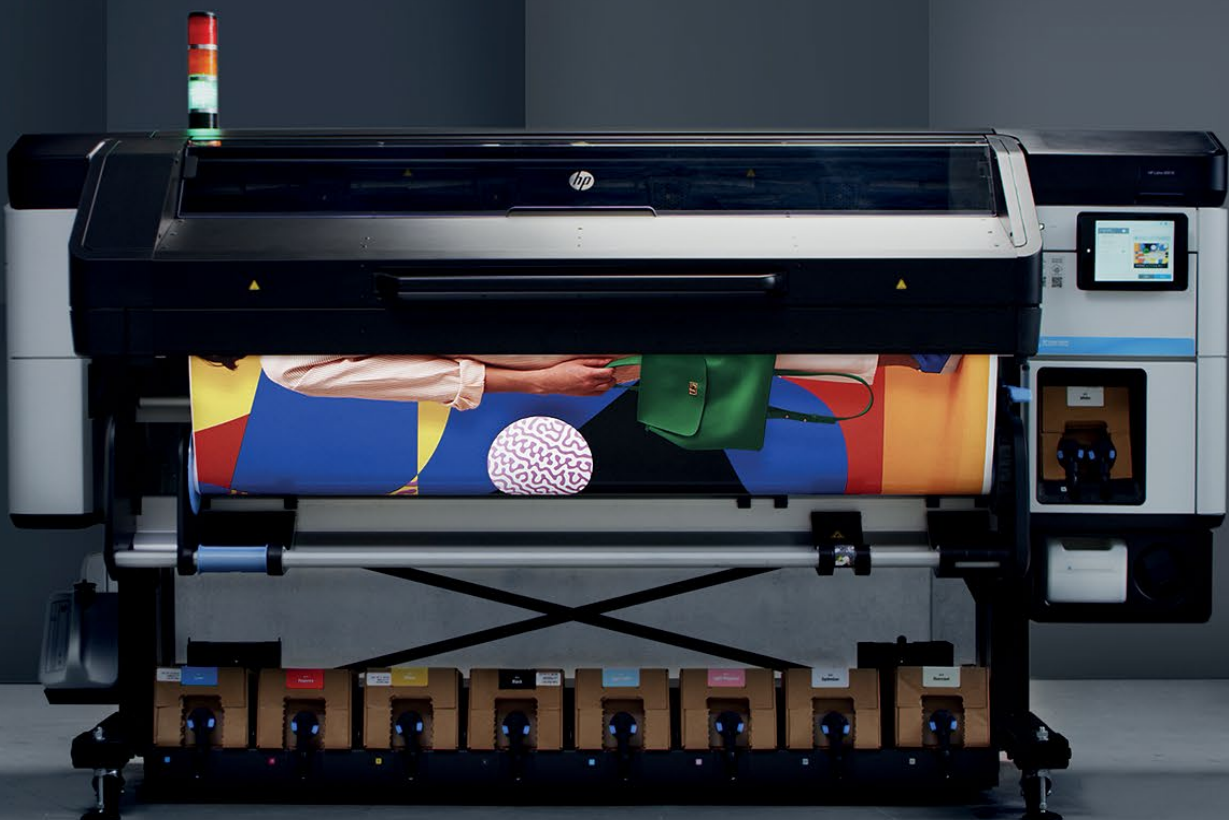
Beat YOUR DEADLINES

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



Sharpen your SUSTAINABILITY EDGE

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

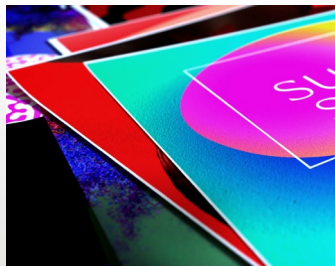


WHY UPGRADE



Whitest white¹

Extend your portfolio into high-margin jobs with the **whitest white without complexity¹**—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 m²/hr (269 ft²/hr) indoor,⁵ with increased gamut.⁶ 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 media⁴—due to lower curing temperature.⁶ **Improved color consistency and length repeatability** between tiles with the fan system that homogenizes the temperature inside the print zone.⁶



Up to 50% more productive⁶

High productivity at speeds up to 36 m²/hr (388 ft²/hr) outdoor⁵ with 50% more nozzles per printhead⁶ 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 CO₂e by 66%.⁷



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 ⁵	31 m ² /hr (334 ft ² /hr)	31 m ² /hr (334 ft ² /hr)	36 m ² /hr (388 ft ² /hr)	36 m ² /hr (388 ft ² /hr)
INDOOR QUALITY ⁵	21 m ² /hr (226 ft ² /hr)	21 m ² /hr (226 ft ² /hr)	25 m ² /hr (269 ft ² /hr)	25 m ² /hr (269 ft ² /hr)

¹ 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%.

² 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.

³ 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.

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

⁵ 25 m²/hr (269 ft²/hr) indoor and 36 m²/hr (388 ft²/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.

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

⁷ CO₂e 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.

