HP Latex Printing









The demand for textiles for signage is growing and HP Latex Technology presents a practical solution for leveraging textile signage opportunities, in particular.

- Textiles provide soft touch finishes, great color pops, and are considered to be more premium than vinyl or paper. Due to this fact, the end customer perceives a higher value.
- Textiles are lighter, wrinkle-free, etc., they are easier to transport, mount and store, making the whole process cheaper due to the fact that the shipment and the storage costs drop.
- The environmental regulations are changing and impacting PVC-based substrates and traditional textiles. Media vendors are moving toward non-PVC based materials and the traditional market is moving toward digital printing.

HP Latex Printers are compatible with a range of **textiles** such as polyesters and natural fiber blends. HP Latex prints are odorless and, thanks to the flexibility of the ink, the feel of an un-coated material is maintained.

Complete Outdoor & Indoor Solution

- Wall Covering
- Self-Adhesive Vinyls
- Films
- Coated & Uncoated Textile
- Banners

- Floor Graphics/Window Coverings
- Window Blinds
- Canvas/Fine Art
- Magnetic Vinyls
- Vehicle Wraps



Click the following links to know more

WHAT IS HP LATEX PRINT TECHNOLOGY?

HP LATEX INK DURABILITY

HEALTH & ENVIRONMENTAL ADVANTAGES

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Outdoor/Indoor Prints with the Environment in mind