SECOND-GENERATION HP LATEX INKS CUT PRODUCTION TIMES AND MEDIA COSTS FOR DOUBLE-SIDED PRINTING

IDEA PRINT
SOLUCIONS GRÀFIQUES

Idea Print was eager to test the second-generation of HP Latex Inks, used with the new HP Designjet L26500 Printer, as the digital print shop had already experienced two solid years of business with HP Latex Ink printing technology using the HP Designjet L25500 Printer. Jordi Cordero, owner of Idea Print, based just outside Barcelona in Spain, explains why his business first invested in HP Latex Ink printing technology.

"We initially offered only indoor signage but soon realized that there was a fast-growing market for outdoor signage too. We couldn't install a full solvent-ink printer as it would have required a costly air extraction system and council permissions – our premises weren't suitable. Before investing in HP's Latex Ink printing technology, we used an eco-solvent ink printer as an alternative to full solvent technology to produce outdoor signage.

"HP Latex Ink printing technology has given us greater versatility thanks to the wide range of materials we can print on. We have been able to attract new customers with high image quality on paper, vinyl, canvas and textiles. Customers are increasingly choosing textiles over paper and PVC as an attractive product for tradeshow signs and decorations.

"With our HP Latex Ink printer we have been able to turn jobs around about 40 percent faster than on our eco-solvent printer because firstly, we get high quality output with fewer passes so it's much faster and secondly, we save on the drying time as prints come out dry. Jobs can be handled, printed on the second side, or even laminated, as soon as they come off the printer," Jordi claims.

Halving costs and saving time with double-sided printing

Idea Print quickly realized the advantages enabled by second-generation HP Latex Inks when it took on a jobit would have had to refuse with its eco-solvent printer. The local council requested printed decorations for an exhibition at the local museum. The job demanded 24-hour turnaround with installation and included a 90 x 250 cm (35.4 x 98.4 in) double-sided, outdoor banner to be displayed outside the venue for the duration of the exhibition.

The operator, Ivan Marti, explains why they could not have met the deadline with their eco-solvent printer. "On our eco-solvent printer double-sided printing was a time-consuming manual process when trying to match the two sides. We could not deliver a double-sided banner on the same day because our eco-solvent ink drying times for the first printed side could be up to a day. To meet same day deadlines, we had to print each side on a separate strip of media, using twice the amount of media and then spend more time on finishing attaching the two strips together to create a single banner."

Ivan describes the automatic, double-sided printing process on the new HP Designjet L26500 Printer. "I load the file into the ONYX RIP and define all the standard settings. The RIP automatically creates two files with the correct top and bottom orientation for each side. When the printer completes printing on side A, it prints a registration mark. The print is dry when it comes off the printer so you simply turn it over and feed it back in.

PROGRESSIVE
PROFITABLE
PRINTING

"Now we can print double-sided banners quickly and reliably, and spend the time saved doing other activities, and we also save 50 percent on media costs by not using two separate banners for urgent jobs."

Ivan Marti
Operator, Idea Print

"The Optical Media Advance Sensor checks for the registration mark to make sure you have fed in the right side and end, and then adjusts the position so that side A and B are perfectly aligned. Now, we can print double-sided banners quickly and reliably, and spend the time saved doing other activities, and we also save 50 percent on media costs by not using two separate banners for urgent jobs." The HP Latex Ink printing system also improves ink efficiency by reducing the amount of ink used during maintenance routines compared to their eco-solvent technology[1].

On another job for an art gallery, the alignment precision and dry output straight off the printer allowed Idea Print to use the take-up reel to collect the first printed side of 20 double-sided banners and then immediately reload the media roll to print the second side. Jordi estimates that the automated process saved Idea Print three days' work compared to the manual one on their eco-solvent printer.

Growing business – reducing environmental impact of printing

Idea Print believe the reduced impact of printing on the environment using HP Latex Ink printing technology is helping to grow the business. "A customer recently asked us to print some banners because we were able to offer a reduced environmental impact by using water-based HP Latex Inks in combination with 100 percent cotton textile. Textiles are easy to feed with the dedicated Media Load accessory. HP Latex Ink printing technology is really simple to use," Jordi says, adding, "The water-based HP Latex Ink prints are odorless[2], which is ideal for indoor display areas. Water-based inks also enable a better environment for all our staff and customers. Before, the smell of solvent in our shop was strong, which didn't seem healthy for workers or pleasant for walk-in customers."

Water-based HP Latex Inks have no hazard warning labels, no Hazardous Air Pollutants (HAPs)[3]. The product is designed so to limit the need for special ventilation[4]. The inks are non-flammable and non-combustible[5].

Environmentally conscious customers can also benefit from HP's range of recyclable[6] printing materials. The HP Large-format Media take-back program[6] offers print service providers and their clients free and convenient return and recycling of HP printing materials designed together with HP Latex Inks and the HP Designjet L26500 Printer series including HP Backlit Polyester Film, HP HDPE Reinforced Banner, and HP Double-sided HDPE Reinforced Banner.

Opening up the market for new customers

Jordi concludes, "Investing in the right printing technology is critical to success. We can't afford to fall behind. The key advantage of HP Latex Ink printing technology is we can produce outdoor and indoor applications on an incredible range of materials using a single device. We can offer greater product variety and this has allowed us to open up our market to reach new customers. For Idea Print, it´s been a successful investment."

AT A GLANCE

Industry sector:
Wide Format Graphics

Business name:
Idea Print

Headquarters:
Spain

Web site:
www.ideaprint.es

CHALLENGE

- Produce double-sided outdoor and indoor signage efficiently and cost-effectively by eliminating time-consuming manual processes and reducing media costs
- Maximize productivity and job turnaround with unattended, high image quality, production speeds and eliminate long drying times of eco-solvent ink output
- Offer new range of innovative, attractive products on broad range of economical, uncoated media, including in-demand textile
- Attract environmentally-conscious customers and help their business reduce the impact of printing on the environment compared to their eco-solvent ink printer

SOLUTIONS

- HP Designjet L26500 Printer and new, second-generation HP 792 Latex Designjet Inks.
- HP Designjet L25500 Printer and HP 789 Latex Designjet Inks
- HP's range of recyclable[6] large-format printing materials including HP Backlit Polyester Film, HP HDPE Reinforced Banner and HP Double-sided HDPE Reinforced Banner
- The HP Large-format Media take-back program[6] offers a free and convenient way of recycling eligible HP printing materials compatible with the printer

RESULTS

- Can offer same-day, double-sided printing using half the media thanks to reliable, automated processes and dry output straight off the printer
- More productivity as job turnaround is 40 percent faster due to high image quality output in faster printing modes plus unattended printing
- Attracting environmentally conscious customers who value lowering the impact of printing on the environment and odorless HP Latex Ink prints[2] for indoor display areas
- Offer an improved work environment compared to eco-solvent ink technology

1) Per internal HP testing based on the amount of ink used during the recommended ink maintenance routines comparing the HP Latex Ink printing system to certain eco-solvent ink systems.
2) Some substrates may have inherent odour.
3) 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 2010) and none were detected.
4) Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer—no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.
5) HP water-based Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per the Pensky-Martins Closed Cup method and the flash point is greater than 110° C.
6) HP Large-format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See www.hp.com/recycle for details.

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To learn more, visit www.hp.com/go/graphicarts

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