HP Expands Latex Range with New Entry-Level 630-Series – Enabling Even the Smallest Print Firms to Harness HP's Best White Ink Experience[1]

HP PrintOS Design & eCommerce solution also launched to simplify operations and help print houses boost online business

News Highlights

- Vibrant colors – more achievable than ever with the power of white ink
- Go beyond – with environmental certifications and carton-based cardboard cartridges[2]
- Grow online – HP PrintOS Design & eCommerce unveiled to help PSPs grasp online opportunities

SYDNEY, Australia., Sept 20, 2023 – Today HP Australia launched the new HP Latex 630 printer series, completing HP's Latex range and making white ink technology available to Print Service Providers (PSPs) of all sizes. White ink allows users to produce a more impactful range of signage and décor jobs with stunning image quality and colors that jump off the page, creating attention grabbing campaigns for end-customers.

The HP Latex 630-series, as with the rest of HP's Latex portfolio, allows firms to offer more sustainable printing services: with water-based latex inks that give off negligible chemicals or odors; UL ECOLOGO® and EPEAT® environmental certifications;[3] and carton-based cartridges that reduce plastic by using 100% recycled and recyclable cardboard containers, as well as recycled plastics from HP's closed-loop process - including post-consumer beverage bottles.[4]

"The new HP Latex 630-series packs our leading latex features, such as white ink, into a more compact and affordable form factor - allowing even the smallest of print businesses to effortlessly deliver high impact signage and décor applications, boosting margins," Craig Hardman, ANZ Large Format Country Manager. "Beyond the hardware, we have continued to innovate when it comes to services and solutions, with new cloud-based HP Print OS functionalities giving time-pressed users the ability to process and monitor jobs from virtually anywhere."

HP's Best White Ink Experience   *HP Latex 630 W Print & Cut Plus*   *Sustainable Supplies*

The HP Latex 630 family provides a number of options and features, including:

- A choice of four SKUs
  - The HP Latex 630 and HP Latex 630 W – the latter with white ink functionality
  - HP Latex 630 and 630 W Print & Cut – giving customers the option of upgrading to a dual-device solution, with print and cut functionality
- Save time – with automated front-loading system and simple, fast load/unload workflows
- Easy re-prints – with in-printer storage of up to 10GB
- Stunning image quality – with HP Pixel Control Technology and new printhead architecture for sharper small text, all at standard speeds of 14m^2 (150ft^2) an hour[5]
- Software as standard – SAi RIP solution offered out of the box

Win business online and simplify operations

As part of a continued focus on helping PSPs improve productivity and grow their business, HP has also announced HP PrintOS Design & eCommerce – an intuitive web-to-print solution that saves valuable time with simplified print application design capabilities, efficient production paths, and step-by-step guidance on how PSPs can integrate it with an existing e-commerce store.

"We spend a lot of time listening to print providers about what they need to grow, and one key area was evolving their e-commerce capabilities and better connecting the front and back-ends of their business," added Craig Hardman. "HP Print OS Design & eCommerce is our response, giving PSPs a quick and easy way to enhance their online shop, as well as new ways to process orders and automate jobs."

The Design & eCommerce solution will be made available in select countries within HP's PrintOS suite to subscribers of the HP Professional Print Service Plan (PPSP) 'Plus' tier, making the PPSP offering more appealing to small and medium sized PSPs. HP's Professional Print Service Plans are designed to enable business agility, maximize uptime, and to provide learning opportunities and support.

For further information about HP Print OS Design & eCommerce and HP Professional Print Service Plans, please visit the underline website here.

Availability

The HP Latex 630, HP Latex 630 W, HP Latex 630 Print & Cut Plus, and HP Latex 630 W Print & Cut Plus are expected to be available from September 19th, 2023, in major markets globally.

The HP Print OS Design & eCommerce solution is expected to be available from November in the UK, Spain, Australia and New Zealand. For further information, please contact a local sales representative.

About HP

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[1] HP's Easiest/best white ink experience due to transparent ink maintenance with Automatic Ink Recirculation System between the HP Latex 832 Ink Mix and HP 832 White Latex Ink Cartridge. This ensures white ink is constantly circulating and doesn't settle. It's easy to remove the white printhead from the carriage and store it in an offline rotation chamber when not printing with white ink. This avoids unnecessary white ink waste and prevents the white printhead from getting clogged because of its dense white ink chemistry. All white print modes are available at different white ink densities to get differentlevels of opacity (spot, underflood, overflood, and 3-layer—up to 260% white ink density).

[2] Based on internal competitive analysis with public information. Applicable to HP Latex technology compared to competitive large format printing alternatives using solvent and UV technologies. See individual product data sheets for more information at hp.com/go/latex.

[3] UL ECOLOGO® Certified HP 832, Latex inks meet a range of stringent human health and environmental considerations . For certifications, see http://www.ul.com/EL and http://www.ul.com/gg. Applicable to select HP Latex printers. EPEAT registered where applicable/supported. See epeat.net for registration status by country.

[4] The Latex 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. Visit 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.

[5] Standard mode (Generic SAV Calendar) 6-pass, 6 colors, 110% ink density. Based on internal HP testing on MACTAC JT 8500 WG-PG. Print speed may vary due to the adaptive printing mechanism, which is designed to avoid image quality defects.