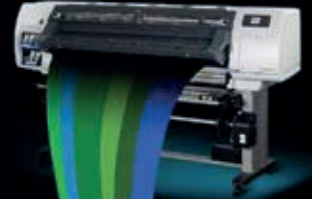




Progressive, Profitable Printing

**ish & you**



How the

**HP DESIGNJET L25500** printer series

can help you to **go green**



**Unrivalled versatility from one printing system<sup>1</sup>**

- Produce outdoor signage with durability comparable to eco-solvent inks.<sup>2</sup>
- Achieve high-quality results—that meet clients' branding requirements—for all your indoor signage applications, from exhibition graphics to interior decorations.
- Print on a wide range of media, including coated media or polyester fabric<sup>3</sup> and low-cost papers without treatments.
- Produce vehicle wraps with HP Latex Inks that outperform eco-solvent inks.
- Expect the most out of each application when you use the broad portfolio of Original HP printing materials.

**Easy, automatic, low maintenance printing**

- Experience easy, unattended printing with HP Thermal Inkjet printheads and automatic maintenance.
- Experience greater uptime—with user-replaceable printheads you can avoid the delay and expense of a service call.
- Automatically achieve high image quality and consistency with the HP Optical Media Advance Sensor (OMAS) and embedded spectrophotometer.

- Post-print production is easy with prints that come off the printer dry and ready—for lamination, packaging, shipping, and display.
- Minimize interruptions with pro-active alerts and the embedded Web server, which is accessible through your preferred RIP.

**Go green, improve your operator's work environment**

- Provide your print operators with an improved working environment—without the health and safety considerations of printshops that use eco-solvent-based printers.
- Build a competitive edge with odorless prints<sup>4</sup> that allow placement in areas where odor is a concern.
- No special ventilation equipment<sup>5</sup> or external dryer requirement helps keep energy costs down.
- Distinguish your business and attract new environmentally focused customers by offering a complete solution—including water-based HP Latex Inks and HP recyclable media.<sup>6</sup>
- Take advantage of free, convenient HP programs for recycling Original HP ink cartridges and printheads,<sup>7</sup> and prints produced on HP recyclable media.<sup>6</sup>



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# HP DESIGNJETL25500

PRINTER SERIES



Increase business opportunities with a printer that delivers unrivaled versatility for outdoor and indoor applications.<sup>(1)</sup> Experience the ease of reliable HP Designjet printing. Attract the attention of environmentally conscious customers.



#### • User-replaceable printheads

Less intervention for changing printheads avoids delays and improves your turnaround time. HP printing systems using Original HP printheads and water-based HP Latex Inks do not require daily manual maintenance of printheads as the printer employs fully-automatic printhead testing and maintenance systems. Individual printheads are user replaceable, eliminating the down-time and expense of a service call. Together, HP printheads and HP Latex Inks enable low-maintenance, productive printing.



#### • Included take-up reel

Do you have more to print than you can keep up with? Busy professionals can make the most of their time and improve productivity by printing continuous, unattended runs—even overnight—and on long media rolls with the media take-up reel that comes standard on both 42-inch and 60-inch models of this printer.



#### • Completely dry right out of the printer

Improve your turnaround time with prints that are dry and ready immediately. HP Latex Inks are completely dried inside the printer to form a durable film on the print medium. Once they're off the printer, they're ready to laminate, use, finish, and prepare for shipping or display.



#### • Optical Media Advance Sensor and Optical Drop Detector

Automatically achieve high image quality and consistency with the HP Optical Media Advance Sensor (OMAS) and the Optical Drop Detector (ODD). OMAS controls the media as it advances through the printer, which helps minimize banding at high speeds. The drop ejection performance of every printhead nozzle is periodically and automatically tested with the ODD, providing prints free of defects or errors that can result in ink and media waste.



#### • HP Double Swath technology

Pairs of staggered printheads in the carriage double the print swath of the HP Designjet L25500 Printer series resulting in twice the performance of earlier Designjet models. The print swaths overlap each other and the nozzles printing in the same scan line (top and bottom printheads) are used together to eliminate swath-to-swath banding.



#### • Embedded Web server

Control print settings and monitor your printer's use of ink and media via the embedded Web server—which is also accessible through your preferred RIP. This information will help you better manage print jobs and prevent unnecessary ink and media waste.



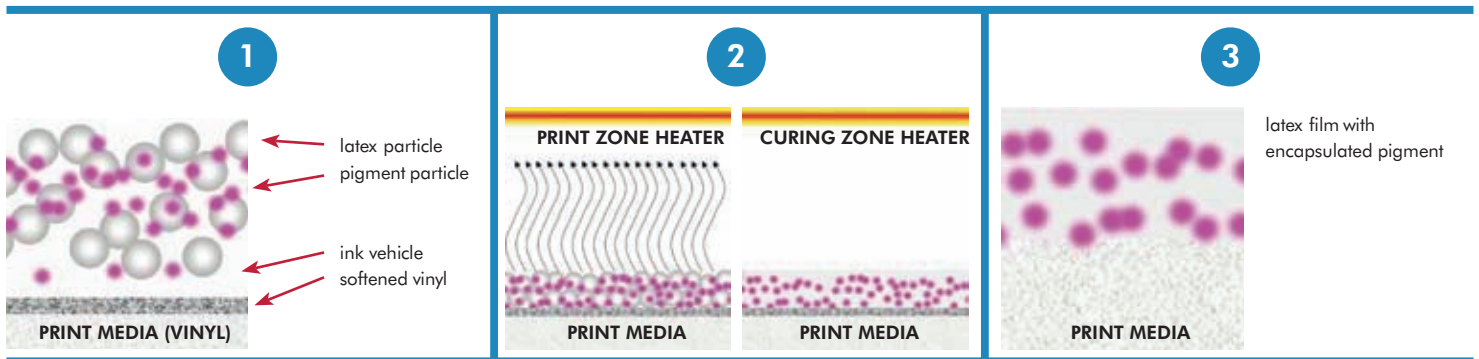
# Image Formation Process

Unlike other water-based inks, HP Latex Inks are cured in the printer with heat and forced air. The HP Designjet L25500 Printer includes independent Print Zone and Curing Zone heating systems to cure HP Latex Inks. The temperatures in each zone depend on the print mode and media being used.

Figure 1 shows a schematic drawing (not to scale) of a liquid film of HP Latex Ink in the Print Zone on the surface of nonabsorbent media, such as uncoated vinyl.

In Figure 2, radiant heaters and forced air in the Print Zone and Curing Zone evaporate the ink vehicle and cure the latex film.

In Figure 3, a continuous latex film encapsulating the pigments has formed on the vinyl surface as the print leaves the Curing Zone.



The print is completely dry and ready to use, finish, and prepare for shipment. Since curing takes place in the printer, production workflows are improved because no external drying process is required and prints can be laminated immediately.

Using this image formation process, HP Latex Inks produce prints with quality and durability comparable to eco-solvent inks.<sup>1,2</sup>



1) The HP Designjet L25500 Printer produces an extremely broad range of both outdoor and indoor applications from a single device, which surpasses the number of different applications that traditional eco-solvent printers or water-based printers can produce.

2) HP image permanence and scratch, smudge, and water resistance estimates by HP Image Permanence Lab. Outdoor display permanence tested according to SAE J2527 using HP Latex and eco-solvent ink on a range of media, including HP media; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. Scratch, smudge, and water resistance tested using HP Latex and eco-solvent inks on a wide range of media, including HP media; water resistance is comparable when printed on water-resistant substrates. Laminated display permanence using GBC clear gloss 1.7 mil hot laminate. Results may vary based on specific media performance and scratch testing methodology. For more information, see [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence)

3) For best results, print on polyester fabric that does not stretch. Performance may vary depending on media. Please consult Aish for compatibility details.

4) Printers using HP Latex Inks use internal heaters to dry and cure the latex polymer film. Some substrates may have inherent odor.

5) Special ventilation is not required to meet US 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.

6) HP offers the HP Large-formatMedia take-back program in the U.S. and Europe, through which most HP recyclable signage media can be returned, availability varies. Some recyclable papers can be recycled through commonly available recycling programs. For details visit [www.hp.com/recycle](http://www.hp.com/recycle) Aside from this program, recycling opportunities for these products are currently only available in limited areas. Customers should consult local recycling resources for recycling these products.

7) In the circa 45 countries and territories in which the HP Planet Partners program operates. Program features and availability varies. Where this program is not available, and for other consumables not included in the program, consult the Material Safety Data Sheet (MSDS) available at [www.hp.com/go/ecodata](http://www.hp.com/go/ecodata) to determine appropriate disposal.