



HP Large Format Printing Solutions for in-store



“Our experience tells us that proper signage could double the average purchase”¹

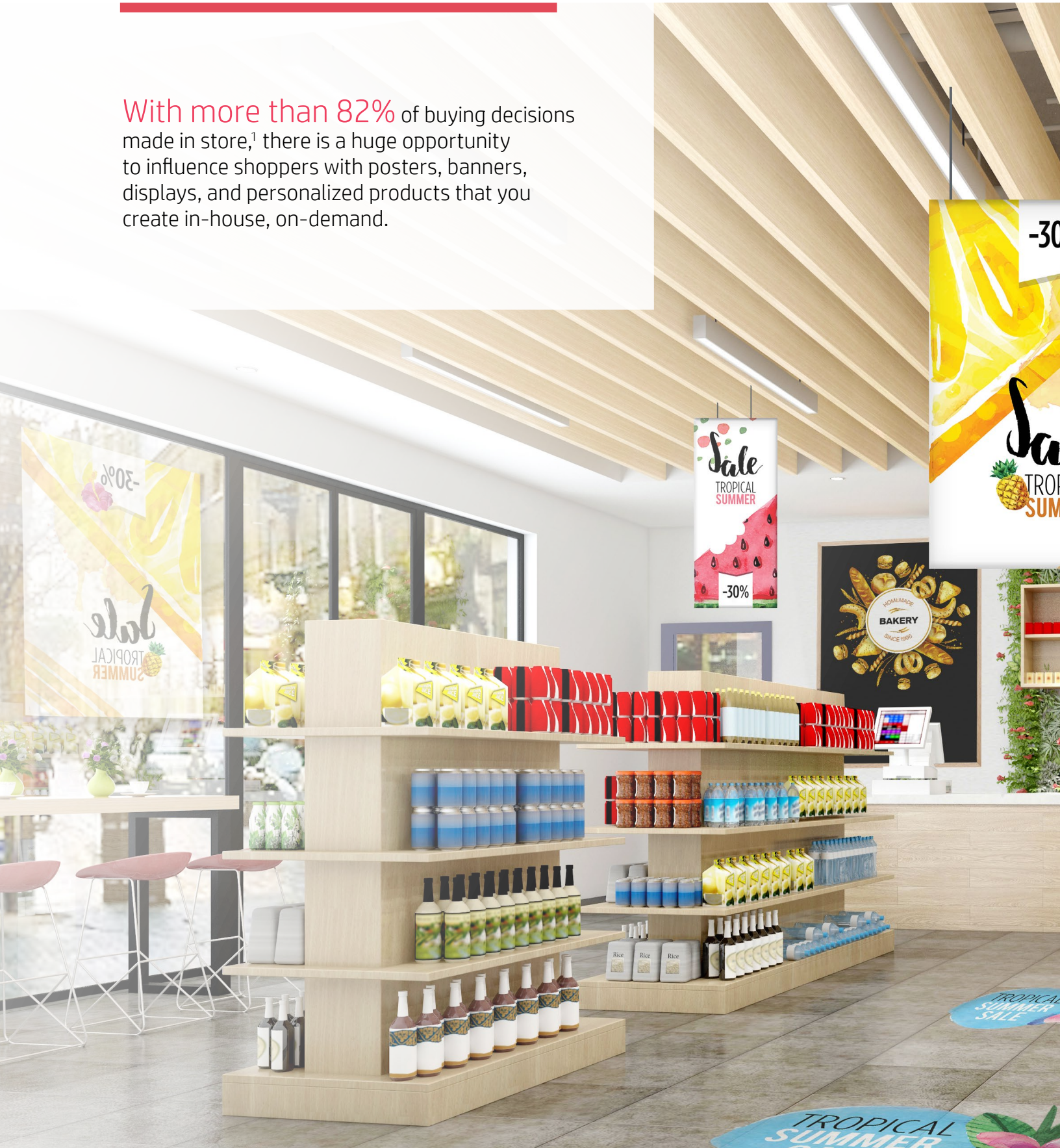
LTG Display, Sweden

For more information, please visit:
hp.com/go/LFretail

HP large-format printing

Inform-Promote-Sell

With more than 82% of buying decisions made in store,¹ there is a huge opportunity to influence shoppers with posters, banners, displays, and personalized products that you create in-house, on-demand.





Discover the benefits of in-house large-format printing



Grow profit by printing on-demand

Adapt your signage to meet individual store needs. And print only what's needed, when it's needed, for a more sustainable approach that can reduce scrap and waste.



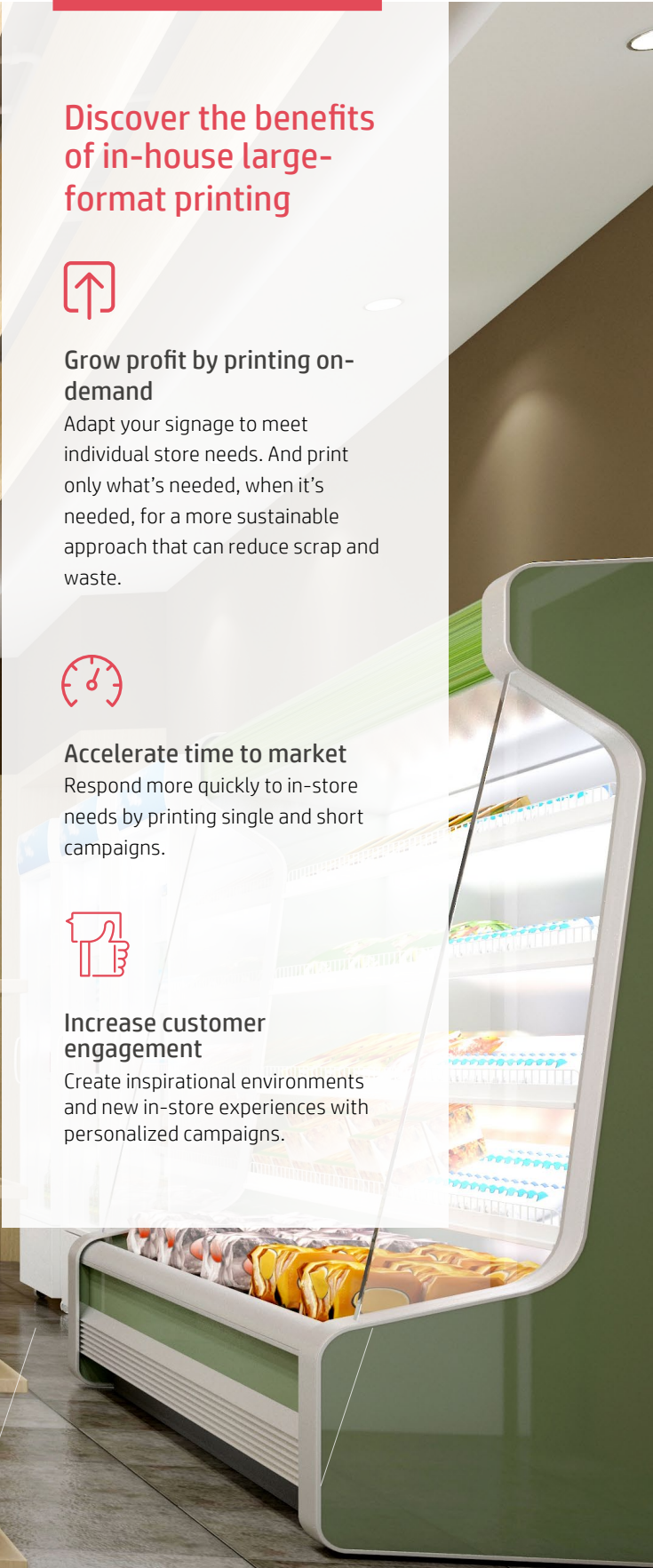
Accelerate time to market

Respond more quickly to in-store needs by printing single and short campaigns.



Increase customer engagement

Create inspirational environments and new in-store experiences with personalized campaigns.



One printer

Multiple possibilities

Discover new ways to attract and engage customers.

HP large format printing solutions enable a broad range of colorful graphics on a wide variety of materials, giving you greater flexibility and more options for engaging your customers.



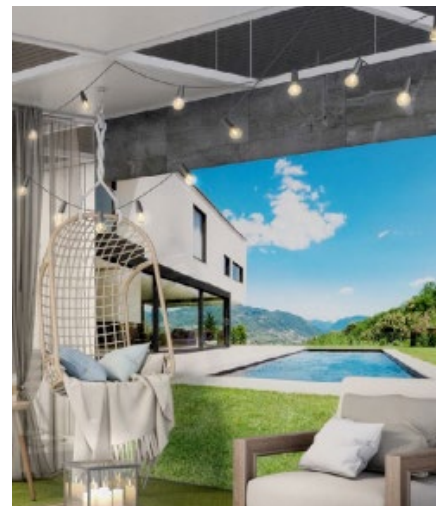
POP posters

Attract your customers' attention with promotional displays on multiple types of materials.



Banners

Draw the eye of your customers, both indoors and out, with vibrant colors on water-resistant materials.



Wallcoverings

Enhance your store experience and engage customers by creating cozy environments.



Backlits

Use LED displays to give your store a premium feel with high-impact graphics on backlit materials.



Visual magnetics

Adapt store decorations simply and easily to attract customers every time they come to buy.



Self adhesives

Personalize your products on-site to boost your customer engagement.



Canvases

Use canvases to sell premium products and reinforce your brand.



Gift wraps

Surprise your customers with customizable wrapping paper, to make their celebrations memorable.



Floor graphics

Communicate with your shoppers through eye-catching floor graphics in all shapes and sizes.

Simple to use

Easy to print



Turn shoppers into buyers with HP end-to-end printing solutions for in-store

Produce prints in three simple steps



Design

HP Application center²

Choose from a range of royalty-free images to quickly and easily design and customize your own designs.

Learn more:
hppublicationscenter.com/



Submit your job

HP Click printing software

Simply drag, drop, and print large-format documents in one click³—it's printing made easy.

Learn more:
hp.com/go/designjetclick



Print


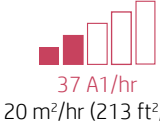

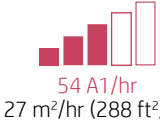

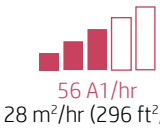

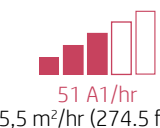

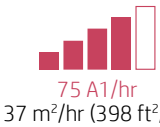

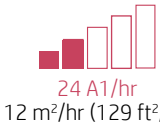




Print on a great variety of HP large-format printing materials—from cost-effective plain and coated papers to durable materials that provide long-lasting indoor and outdoor performance—and capture customer attention.

Learn more:
HPLFMedia.com

Printing portfolio

Different options for different needs

You have specific requirements about the types of signage and decorative environments you want to create for your customers. The good news is that HP has a broad portfolio of large-format printers that can meet a variety of needs.

Printer	Applications	Size	Speed	Print volume
HP DesignJet T130 	Tactical signage Posters	61 cm (24 in)		20-80 A1/month 10-40 m²/month (108-431 ft²/month)
HP DesignJet T1600 	Tactical signage Posters	91,4 cm (36 in)		200-800 A1/month 100-400 m²/month (1076-4306 ft²/month)
HP DesignJet XL 3600 	Tactical signage Posters	91,4 cm (36 in)		200-800 A1/month 100-400 m²/month (1076-4306 ft²/month)
HP DesignJet Z6 	Tactical signage Posters Decoration Self adhesives, gift wraps, banners, canvases, high-quality photos, backlits	111,8 cm (44 in)		50-400 A1/month 25-200 m²/month (269-2153 ft²/month)
HP DesignJet Z6610 	Tactical signage Posters Decoration Self adhesives, banners, canvases, high-quality photos, backlits	152,4 cm (60 in)		400-800 A1/month 200-400 m²/month (2153-4306 ft²/month)
HP Latex 315 	Tactical signage Posters Decoration Self adhesives, banners, wallcoverings, canvases, backlits	137,1 cm (54 in)		500 A1/month 250 m²/month (2691 ft²/month)
HP Latex 365 	Tactical signage Posters Decoration Self adhesives, double-sided banners, wallcoverings, backlits, textiles, ⁵ canvases	162,5 cm (64 in)		700 A1/month 350 m²/month (3767 ft²/month)
HP PageWide XL 5100 	Tactical signage Posters, gift wraps	101,6 cm (40 in)		800-2500 A1/month 400-1240 m²/month (4306-13347 ft²/month)



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¹ Source: Joseph Merrit & Company. Point of Purchase Displays: Benefits and Best Practices for Retailers March, 2016.

² Requires an HP Applications Center account, Internet connection, and connected Internet-capable device. For more information, see hpapplicationscenter.com.

³ Once image is selected, one-click printing when printing the entire file without any modifications to the print settings. Applicable to PDF, JPEG, TIFF, DWF, HP-GL/2 files.

⁴ Performance may vary depending on media—for more information, see hp.com/go/mediasolutionslocator or consult your media supplier for compatibility details. For best results, use textiles that do not stretch. The ink collector is required for porous textiles. Performance varies by printer. The HP Latex 1500 Printer and the HP Latex 3000 series printers require the optional ink collector for porous textiles. For all other HP Latex printers, print on media that does not let the ink trespass onto the printer.