



# HP Designjet Portfolio

## POCKET GUIDE 2009



HIT PRINT



# CONTENTS

---

Key Large Format Applications	3
-------------------------------	---

---

## CAD and GIS

---

Architecture, Engineering and Construction	4
--	---

---

Manufacturing, Automotive and Transport	5
---	---

---

Infrastructure, Utilities and Communications	6
--	---

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## GRAPHIC DESIGN and PHOTOGRAPHY

---

Graphic Design	7
----------------	---

---

Professional Photography	8
--------------------------	---

---

## PRINT SERVICE PROVIDERS

---

Repro-Houses	9
--------------	---

---

Other Print Service Provider	10
------------------------------	----

---

---

Pre-Press Houses	11
------------------	----

---

Fine Art Publishing	12
---------------------	----

---

---

RETAIL	13
--------	----

---

EDUCATION	14
-----------	----

---

Application Map	15
-----------------	----

---

HP Designjet Portfolio	16
------------------------	----

---

HP Designjet Solutions	18
------------------------	----

---

Original HP Printing Materials	20
--------------------------------	----

---

Energy Usage and Carbon Footprint	21
-----------------------------------	----

---

Original HP Inks and the Environment	22
--------------------------------------	----

---

Media Environmental Considerations	23
------------------------------------	----

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# KEY LARGE FORMAT APPLICATIONS

## CAD and GIS

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### Architecture, Engineering and Construction

See page 4 for more details.



### Manufacturing, Automotive and Transportation

See page 5 for more details.



### Infrastructure, Utilities and Communications

See page 6 for more details.

## GRAPHIC DESIGN and PHOTOGRAPHY

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### Graphic Design

See page 7 for more details.



### Professional Photography

See page 8 for more details.

## PRINT SERVICE PROVIDERS

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### Repro-Houses

See page 9 for more details.



### Other Print Service Providers

See page 10 for more details.



### Pre-Press Houses

See page 11 for more details.



### Fine Art Publishing

See page 12 for more details.



## RETAIL

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See page 13 for more details.



## EDUCATION

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See page 14 for more details.

**Customer Profile:**

- Architecture studios
- MEP (Mechanical, Electrical and Plumbing) engineering teams
- Construction general contracting departments
- Construction trade subcontractors and Suppliers
- Topography studios
- Public Works departments
- Property management / Real Estate agencies

**Printing Applications:**

- Architectural and construction documents
- Renderings
- Presentation Panels
- Project Schedules
- Maps

**Printing Needs Met:**

- Excellent line quality
- Consistent and accurate colour
- Digital archiving, printing and copying
- Fast, unattended printing
- Ease of use
- High productivity
- Economical
- Low cost per copy

# ARCHITECTURE, ENGINEERING AND CONSTRUCTION

**Recommended hardware:**

HP Designjet 110plus, 510, T620, T770, T1120, T1200, 4020/4520 Printer series  
HP Designjet T1120 SD-MFP, T1120 HD-MFP, HP 4520 HD-MFP  
HP Designjet 4520 scanner

#### Customer Profile:

- Industrial design departments
- Automotive and Transportation design , engineering and manufacturing departments
- Aerospace design, engineering and manufacturing departments
- Ship building design, engineering and manufacturing departments

#### Printing Applications:

- Engineering documents
- Presentation panels
- Project schedules

#### Printing Needs Met:

- Ease of Use
- Quick ROI
- Educational Support Materials
- Facilities Management Diagrams
- High Productivity, Low Cost Per Copy
- Professional Presentations
- Real Time Project Delivery
- Digital archiving, scanning and copying

# MANUFACTURING, AUTOMOTIVE AND TRANSPORTATION



#### Recommended hardware:

HP Designjet 510, T620, T770, T1120, T1200, 4020/4520 Printer series  
HP Designjet T1120 SD-MFP, T1120 HD-MFP, HP 4520 HD-MFP  
HP Designjet 4520 scanner



### Customer Profile:

- Geographical Data suppliers
- Commercial Cartography services
- Utilities (electricity, water/wastewater, gas distribution, telecommunication, etc.) companies
- Environmental/ Conservation companies
- Oil & Gas exploration companies

### Printing Applications:

- Civil engineering and construction documents
- Satellite and aerial photos
- Orthophotos
- Maps
- Network topology maps
- Radiation diagrams

### Printing Needs Met:

- Digital archiving, printing and copying
- Consistent and accurate colour
- Ease of use
- Excellent image and line quality
- Fast, unattended printing
- High productivity, low cost
- Reliable colours
- Wide selection of media

# INFRASTRUCTURE, UTILITIES AND COMMUNICATIONS



### Recommended hardware:

HP Designjet 510, T620, T770, T1120, T1200 Printer series  
HP Designjet Z2100 Photo Printer series, HP Designjet Z6100 Printer series  
HP Designjet T1120 SD-MFP, HP Designjet 4520 scanner

# GRAPHIC DESIGN

## Customer Profile:

- Graphic design studios
- Advertising and marketing agencies and departments

## Printing Applications:

- Project bids
- Concept development
- Concept and visual presentation
- Design Competitions and mock-ups
- Final presentation
- Digital concept proofing
- Posters

## Printing Needs Met:

- Ease of use with graphic software applications
- MAC compatibility
- Image quality
- Color accuracy and management
- Media Flexibility
- Fast turnaround
- Low-risk investment
- Low cost per copy



## Recommended hardware:

- HP Designjet 130 Printer series
- HP Designjet Z2100, Z3200 Photo Printer series
- HP Designjet Z6100 Printer series



#### Customer Profile:

- Social, wedding and portrait photographers
- Commercial photographers
- Fine art photographers

#### Printing Applications:

- Photo printing
- Proofing
- Portfolio

#### Printing Needs Met:

- Enables adoption of digital technology
- Flexibility for different workflows (portfolio, final print & proofing)
- Fast turnaround to meet agency deadlines
- Photo Quality (brilliance, saturation and sharpness)
- Longevity
- Color fidelity
- Rich blacks and neutral grays
- Ease of use
- RGC, CMYK Emulations
- Color consistency
- PANTONE® emulation



# PROFESSIONAL PHOTOGRAPHY



#### Recommended hardware:

- HP Designjet Z2100 Photo Printer series
- HP Designjet Z3200 Photo Printer series
- HP Designjet Z6100 Printer series



**Customer Profile:**

- Repro-houses

**Printing Applications:**

- Architectural and construction documents
- Engineering documents
- Event and tradeshow graphics
- Business graphics
- Promotional POP
- Basic photo enlargement

**Printing Needs Met:**

- Unattended printing
- High productivity
- Image quality
- Fast turn-around
- Digital archiving, printing and copying

# REPRO-HOUSES

**Recommended hardware:**

HP Designjet Z6100 Printer series, HP Designjet 4020/4520 Printer series  
HP Designjet T1120 HD-MFP, HP Designjet 4520 HD-MFP,  
HP Designjet 4520 Scanner

### Customer Profile:

- Copy shops
- Sign shops
- Photo labs
- Commercial printers

### Printing Applications:

- Street Signage
- Wall murals
- Advertising Hoardings
- Direct Marketing
- Vehicle Wraps
- Backlit
- Banners
- Trade Shows and Event Displays
- POP

### Printing Needs Met:

- Wide variety of substrates available
- Consistent color reproduction
- Low cost per copy
- Easy operation
- Indoor/Outdoor applications
- Longevity
- Fast turnaround
- Quality print
- Improve their work environment

## OTHER PRINT SERVICE PROVIDERS



### Recommended hardware:

- HP Designjet Z2100, Z3200 Photo Printer series
- HP Designjet Z6100 Printer series
- HP Designjet L25500 Printer series

**Customer Profile:**

- Pre-press houses
- Publishers
- Commercial printers
- Designers

**Printing Applications:**

- Colour Proofing
- Digital Imposition
- Offset Press Simulation

**Printing Needs Met:**

- Ease of use with graphic software
- Image quality
- Colour consistency
- Fast colour stability
- Flexible printing sizes
- Variety of new media finishes
- Low cost per copy

# PRE-PRESS HOUSES

**Recommended hardware:**

- HP Designjet Z2100 Photo Printer series
- HP Designjet Z3200 Photo Printer series
- HP Designjet Z6100 Printer series

# FINE ART PUBLISHING

## Customer Profile:

- Artists
- Photographers
- Fine Art reproduction
- Museum shops

## Printing Applications:

- Exhibition prints for museums and art galleries
- Canvases
- Portfolio Work
- Reproduction
- Design competitions
- Posters and Display
- Giclée

## Printing Needs Met:

- Outstanding quality
- Color accuracy across printers and across lighting conditions printers
- Faithful reproduction
- Wide color gamut
- Grain-less pale and light tones
- Rich black and neutral grays
- Longevity
- Ease of use with graphic software applications
- Mac Compatibility
- Media flexibility
- Low cost per copy



## Recommended hardware:

- HP Designjet Z2100 Photo Printer series
- HP Designjet Z3200 Photo Printer series
- HP Designjet Z6100 Printer series

### Customer Profile:

- Large department stores
- Hypermarkets/ Supermarkets
- Furniture stores
- Do-it-yourself stores
- Clothing, furniture and grocery stores
- Garage forecourts
- Garden centres
- Restaurants & pubs

### Printing Applications:

- Point-of-purchase material & displays
- Decorative graphics
- Information signs
- Promotional/event signage
- Advertisements
- Super-sized pricelists and menus

### Printing Needs Met:

- Short indoor and outdoor signage
- Short print runs
- Frequent & seasonal change of message (monthly, weekly, daily)
- Personalisation/regionalisation of message
- Ease of use
- Flexibility of output – different media types & size
- Fast turnaround to meet demand
- Quick ROI

# RETAIL



### Retail: Point of Sale / Recommended hardware:

HP Designjet 510, T620, T770, T1120, T1200,  
Z6100 Printer series  
HP Designjet Z2100 Photo Printer series

### Retail: Print for Pay / Recommended hardware:

HP Designjet Z2100 Photo Printer series  
HP Designjet Z6100 Printer series

### Customer Profile:

- SME Businesses
- Corporate Businesses
- Multi-National Corporations
- Associations
- Schools
- Colleges and Universities
- Youth Groups
- Special Needs

### Printing Applications:

- Presentation and Charts
- Posters
- Educational support materials
- Year Planners and Calendar

### Printing Needs Met:

- Affordable
- Ease of use
- High Quality
- Short term display
- Seasonal change of message
- Media and size flexibility

# EDUCATION



### Recommended hardware:

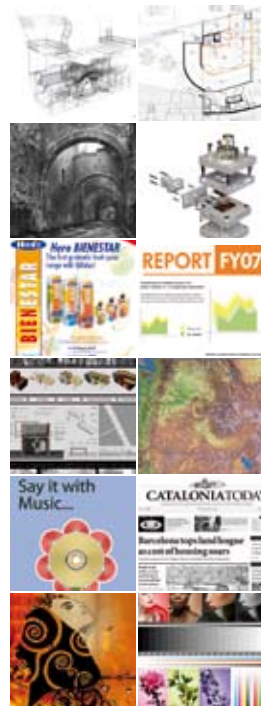
HP Designjet 110plus, 130, 510, T620, T770, T1120, T1200 Printer series

HP Designjet Z2100, Z3200 Photo Printer series

# APPLICATION MAP

Choose a printer depending on the type of application

	B&W LINE DRAWING	COLOR DRAWINGS	PRESENTATION PANELS/BIDS	PHOTO-REALISTIC	RENDERS	GIS/MAPS	POP/RETAIL	BUSINESS GRAPHICS	POSTERS	NEWSPAPER PROOFING	DFA/PHOTOGRAPHY	PRE-PRESS PROOFS	BANNERS	OUTDOOR APPLICATIONS
HP Designjet 110plus	●	●	●		●	●		●	●					
HP Designjet 130			●	●	●	●	●	●	●		●			
HP Designjet 510	●	●	●		●			●	●					
HP Designjet 4020	●	●	●		●	●	●	●	●	●				
HP Designjet 4520	●	●	●		●	●	●	●	●	●				
HP Designjet T620		●	●	●	●	●	●	●	●		●	●		
HP Designjet T770	●	●	●			●	●	●	●					
HP Designjet T1120								●						
HP Designjet T1200	●	●	●		●	●	●	●	●	●				
HP Designjet Z2100	●	●	●	●	●	●	●	●	●	●		●		
HP Designjet Z3200		●	●	●	●			●	●		●	●		
HP Designjet Z6100			●	●	●	●	●	●	●	●	●	●		
HP Designjet L25500							●	●					●	●



# HP DESIGNJET PORTFOLIO

## PERSONAL

**HP Designjet 110plus  
Printer series**  
Up to 24"



**HP Designjet 130  
Printer series**  
Up to 24"



## SMALL WORKGROUP

**HP Designjet 510  
Printer series**  
24" and 44"



**HP Designjet T620  
Printer series**  
Only in 24"

NEW



**HP Designjet T770  
Printer series**  
Only in 44"

NEW



**HP Designjet Z2100  
Photo Printer series**  
24" and 44"



**HP Designjet Z3200  
Photo Printer series**  
24" and 44"



## MEDIUM TO LARGE WORKGROUPS

**HP Designjet T1120  
Printer series**  
Only in 24"



**HP Designjet T1200  
Printer series**  
Only in 44"

NEW





## DEPARTMENT & PRODUCTION

### HP Designjet 4020/4520

Printer series

Up to 42" width



### HP Designjet Z6100

Printer series

42" and 60"



### HP Designjet L25500

Printer series

42" and 60"

NEW



## SCANNER & MULTIFUNCTION

### HP Designjet T1120 SD-MFP

Up to 44" width



### HP Designjet T1120 HD-MFP

Up to 44" width



### HP Designjet 4020/4520

Printer series

Up to 42" width



### HP Designjet 4520 Scanner

Up to 42" width



# HP DESIGNJET SOLUTIONS

## Customer benefits

- Easily print large format in-house with real-time preview. Avoid trial and error and save time and frustration.
- Eliminate expensive outsourcing and delivery.
- Add flexibility and convenience to the way you conduct business. Print without having to access a specific network or opening a specific application.
- Same easy printing experience for wide range of HP Designjet printers.

## Customer benefits

- Create and print high-quality posters and banners quickly, easily and reliably.
- Save on outsourcing cost.
- Helps to portray a more professional image.



## HP Instant Printing Utility 3.0

Conveniently print and preview files in large format, whether these are office documents (PDF, PPT), architectural or mechanical designs (HPGL2/PLT, DWF, PDF), images (TIFF, JPEG), or whether you are working in MS Office 2007 (Word, Excel, PowerPoint).

Select your files from Windows® Explorer, USB memory stick, DVD or Email (Outlook 2007) and simply right-click!

## PRINT LF CONVENIENTLY

For more information, to download a free copy or automatic update, please visit: [www.hp.com/go/hpinstantprintingutility](http://www.hp.com/go/hpinstantprintingutility)



## Serif PosterDesigner Pro for HP

The easiest way for anyone to design and print professional looking large format posters and banners on HP Designjet printers.

- Intuitive interface
- Professionally designed templates
- Wide range of tools and effects
- Borderless printing
- Use Original HP printing materials for optimal, reliable results

## CREATE POSTERS EASILY

For more information, to download the free trial version or to purchase the full version of the software, please visit: [www.hp.com/go/posterdesignerpro](http://www.hp.com/go/posterdesignerpro)

### Customer benefits

More control helps:

- reduce print costs
- increases productivity
- enables new services to be offered
- increase profits



### SCP reprocontrol for HP

A powerful software solution for the professional print operator that turns the printer into a print workflow management system.

- Automate, standardize, and manage color consistency
- Remotely manage file submission and configurations
- Quick preflight preparation
- Unlimited job capacity
- Collated set printing
- Supports all major file formats as HP-GL/2, PDF, DWF, and raster files

### INCREASE OPERATOR PRODUCTIVITY

For more information, please visit: [www.hp.com/go/reprocontrol](http://www.hp.com/go/reprocontrol)

### Customer benefits

- Simplify administrative tasks.
- Know the extent to which your printers are being used.
- Generate accounting spreadsheets and easily invoice for the correct amount of printer usage.



### HP Designjet Accounting Tool 3.0

Remotely view and create advanced usage tracking reports from your HP Designjet printers

- 4 easy step wizard to generate your reports
- Include user and account information, supplies, media, and type of print job
- Reports directly formatted in Microsoft Excel

### CONTROL YOUR COSTS

For more information, please visit:  
[www.hp.com/go/designjet/accounting](http://www.hp.com/go/designjet/accounting)

# ORIGINAL HP PRINTING MATERIALS

**Original HP large-format printing materials make use of advanced HP-engineered coatings to take the guesswork out of producing high-quality, long-lasting prints. Designed together as a complete printing system, HP large-format printers, Original HP inks and HP printing materials deliver exceptional quality and consistent results.**

Ten product categories in the HP Large Format Media Portfolio:

**HP Bond and Coated Papers** - For economical, high-quality printing with sharp text and lines. Specially engineered for high-production environments and short-term signage.

**HP Technical Papers** - Designed for architecture (AEC), mechanical drawings (CAD) and Geographic Information Systems (GIS), HP Technical Papers produce sharp black text, fine lines, and medium-density area fills.

**HP Films (Technical and Graphics)** - HP Films are optimized to provide sharp lines on plots for archiving, future multiple reproductions, and overlays. Graphic polyester films provide the ideal solution by producing sharp, vivid image quality.

**HP Photographic Papers** - HP Photo Papers include a variety of substrates for a broad range of applications from high-end fine art Photography—where quality is of utmost importance—to photo enlargement, displays, and large format retail graphics that need to be handled right off the printer.

**HP Proofing Papers** - Use HP Proofing Papers to ensure color accuracy for professional looking comps prior to large-run printing.

**HP Backlit Materials** - HP Backlit Materials are offered in both dye- and UV ink-compatible products for illuminated backlit displays in indoor and outdoor locations.

**HP Self-adhesive Materials** - HP Self-adhesive Materials offer a wide variety of products including coated paper, vinyl, polypropylene, and polyester films, as well as laminates for post-processing.

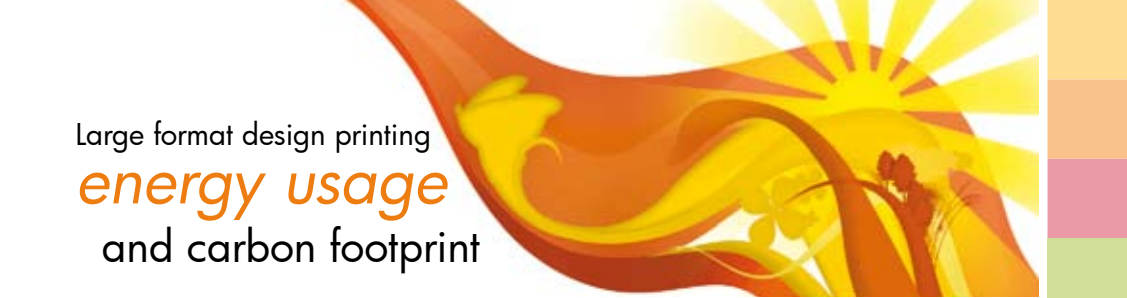
**HP Banner and Sign Materials** - HP offers durable, weather-resistant banner and sign materials for a variety of applications from indoor and outdoor banners and pop-up displays to decorating indoor and outdoor signs.

**HP Fabric and Textile Materials** - HP offers a range of textile materials that give movement to large-format prints and create a distinct look appropriate for indoor and outdoor uses in retail, trade show, or banner applications.

**HP Fine Art Printing Materials** - HP art papers and canvas materials are designed for art reproduction professionals and offer a wide range of color, texture, thickness, sheen, and durability.

To obtain further information about the entire portfolio of HP printing materials, please visit our website at:

[www.hp.com](http://www.hp.com) or [www.hp.com/go/designjet/supplies](http://www.hp.com/go/designjet/supplies)



# Large format design printing *energy usage* and carbon footprint

## **HP Designjet printers and energy efficiency**

Energy-efficient printers can reduce environmental impact and reduce costs. They also produce less heat and reduce cooling loads, which can make your work environment more pleasant.

Most HP Designjet printers are ENERGY STAR® compliant, which assures that they meet strict energy efficiency guidelines without sacrificing performance — or your productivity.

ENERGY STAR® is a joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy. As ENERGY STAR® standards evolve, HP is committed to ensuring that HP Designjet printers continue to meet or exceed them.

## **The carbon footprint of printing**

Paper and the energy required to print on it are the most significant environmental impacts of printing. Of the two, according to the EPA, the energy used to make paper is about ten times greater than the amount it takes to print on it.

As a part of the HP Eco Solutions program, HP Designjet printers include features to reduce paper waste.

There are also steps that you can take to reduce your energy consumption and your carbon footprint. For example, by remembering to turn off your printer when equipment will not be used for an extended period of time, such as after working hours and during weekends.

## **Determining your own printing carbon footprint**

Your printing carbon footprint depends not only on how much paper you use, but on the energy efficiency of your printer. The HP Carbon Footprint Calculator for Printing helps you to evaluate the energy consumption, paper use, carbon output and associated monetary costs of your printing.

Do head-to-head comparisons of specific HP Designjet printers or compare the carbon footprint of your current HP Designjet printer to newer models. Find the calculator at:

[www.hp.com/large/ipg/ecological-printingsolutions/carbon-footprint-calc.html](http://www.hp.com/large/ipg/ecological-printingsolutions/carbon-footprint-calc.html)

Try it to see how you can reduce your carbon footprint. This is a first step in making changes that can reduce your organization's impact on the environment and reduce your overall costs.



# Original HP Printing Supplies

and the *environment*  
in large format design printing

## Designed together for optimal results

HP Designjet printers, HP ink formulations, ink cartridges, and printheads are designed together to ensure uncompromising image quality, consistency, performance, print permanence, durability, and value with every print.

## HP inks—designed with the environment in mind

Original HP inks for HP Designjet printers are water-based, and designed to emit low levels of Volatile Organic Compounds (VOCs) and no dust emissions.

HP Designjet ink cartridges are also designed with the environment in mind. Many contain recycled plastic – up to 50% by weight.<sup>(1)</sup>

Furthermore, the HP Planet Partners program offers free and convenient recycling of HP Designjet ink cartridges in more than 45 countries and territories around the world.<sup>(2)</sup>

(1) For example, HP 90 and HP 91 Ink Cartridges contain 50% recycled plastic by weight

(2) Not all HP Designjet ink cartridges are suitable for recycling. Go to [www.hp.com/recycle](http://www.hp.com/recycle) to learn more about HP Planet Partners program and for a complete list of ink cartridges that are non-returnable

(3) Based on competitive tests conducted by Hewlett Packard that model a representative usage scenario for the first year of operation. Ink waste and cost-savings estimate based on competitive test of HP Designjet 4500 Printer versus closest competitor available at the time the test was conducted in 2008

(4) Not available for all HP Designjet printers

## HP Designjet printers and ink usage

HP Designjet printers waste significantly less ink than competitor printers tested<sup>(3)</sup> thanks to their efficient installation and maintenance routines.

In fact, HP Designjet printers can waste up to 16 times less ink than an equivalent competitor printer.<sup>(3)</sup> This seemingly small difference can save you hundreds of dollars or euros in the first year of operation alone.

Furthermore, the HP Instant Printing Utility 2.0 available for many<sup>(4)</sup> HP Designjet printers offers realistic print previews that can cut printing errors and thereby also help to reduce your ink and media usage.

For more information please visit:

[www.hp.com/ecosolutions](http://www.hp.com/ecosolutions) and [www.hp.com/go/designjet/supplies](http://www.hp.com/go/designjet/supplies)



# Media *environmental considerations* in large format design printing

## **Environmental considerations in evaluating media**

Media represents not only a significant expense, but also by far the largest environmental impact of printing. Therefore it's important that you choose your large-format media wisely, and that your large-format printing solution helps you to use it efficiently.

Traditionally paper manufacturing has required large quantities of trees, energy, water, and chemicals such as chlorine. However, papers with an improved environmental profile are becoming more widely available in large-format sizes.

Choosing a media that has been responsibly sourced and manufactured is one of the most important contributions that you can make to reducing the environmental impact of your printing.

## **Media-saving features in HP Designjet printers**

HP Designjet printers incorporate features to help you make the most efficient use of your media.

- Empty print area detection helps your HP Designjet printer to detect blank areas in print files and to exclude them from what it prints.

- Nesting tools for HP Designjet workgroup printers can manage jobs in a print queue to make optimal use of the media.
- HP Instant Printing Utility 2.0 offers realistic print previews and an auto-rotate feature that can cut printing errors and help to save media.

## **HP printing materials and the environment**

HP is committed to reducing the environmental impact of the papers the company sells by establishing one of the most comprehensive paper policies in the industry. HP's new policy ensures that raw materials are used efficiently, gives preference to suppliers that source fiber from credibly certified, sustainable sources, minimizes carbon production and waste in the manufacturing process and enables the responsible use and recycling of paper.

## **HP Recycled Bond Paper**

HP Recycled Bond Paper for large-format printing is made of 100% post consumer recycled content and is chlorine-free. It is ideal for everyday large format prints, and even for some presentations.



HIT PRINT

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