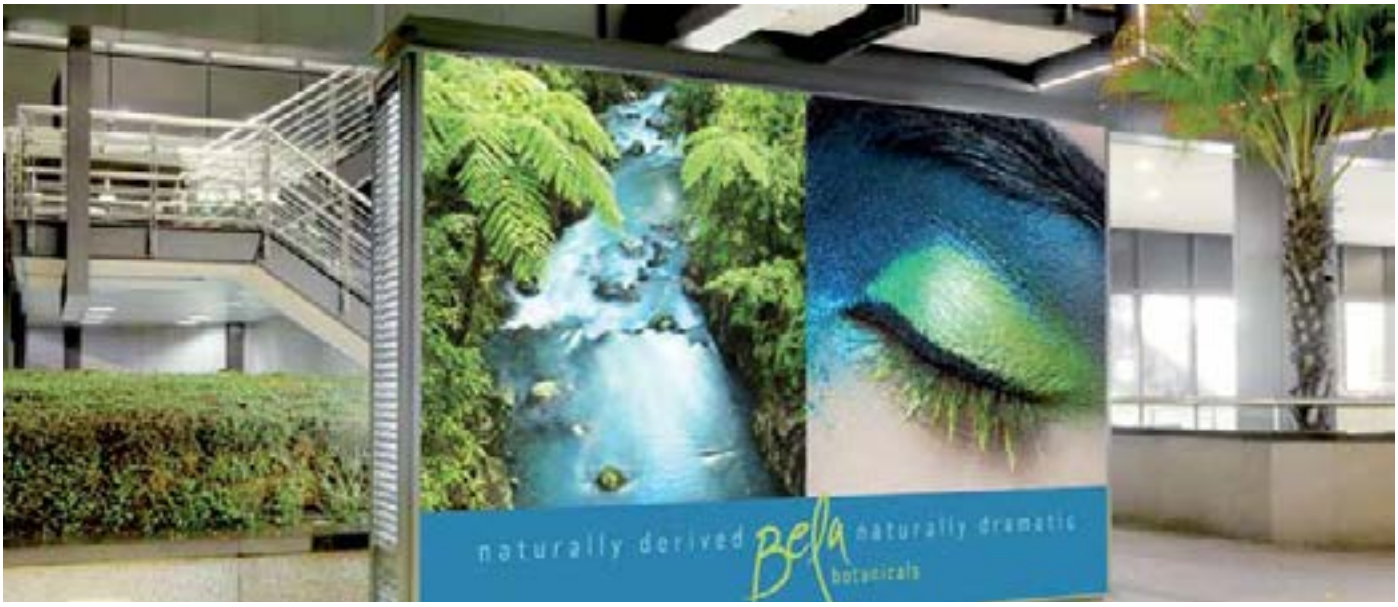
# Helping you take care of business

## HP Latex Printing Technologies and the environment


### Move to healthier printing[1] for a better today and tomorrow

Thousands of print service providers (PSPs) around the globe have discovered the potential of HP Latex Printing Technologies for their businesses. Versatility that creates countless new opportunities to expand your offering. Image quality and durability to exceed your customers' expectations. A healthier approach to signage printing with advantages from the work zone to the point-of-display of finished prints. With water-based HP Latex Inks, you can help take care of the environment—and take care of business. And with HP at the forefront, we can stand together for a better approach to signage printing today and into the future.




## Taking care in the print shop

HP Latex printing can transform your day-to-day operating environment. With water-based HP Latex Inks, you can:

- Simplify regulatory compliance
- Create a safer,[2] healthier workplace[1]
- Reduce shipping, storage, and disposal issues

HP Latex Inks provide many advantages over solvent-based inks:

- No special ventilation is required[3]
- HP Latex Inks are non-flammable and non-combustible,[2] nickel free[4]
- No hazard warning labels or Hazardous Air Pollutants (HAPs)[5]
- HP Latex Ink prints are odorless, enabling placement in a range of sensitive display environments from healthcare to restaurants

HP Latex Printing Technologies provide many opportunities to reduce and recycle. For example, for the HP Latex 300 Printer series:

- ENERGY STAR® qualified printers meet strict energy efficiency guidelines without sacrificing performance
- EPEAT registered printers, according to a comprehensive environmental rating that helps identify "greener" computers and other electronic equipment[6]
- No special power requirements
- All ink cartridges, printheads, and maintenance supplies are recyclable[7]
- Each printer contains more than 85% recyclable/reusable content by weight

Across the entire HP Latex printer portfolio using HP Latex Inks, no special ventilation[3] or external dryer is required for productive operation, helping keep energy costs down.

## Bringing in business

To help you go after more business, we've done the work of qualifying for and securing the certifications and documentation that help you meet the requirements of environmentally conscious brand owners and their print buyers.

Respond to RFP requirements with recognized certifications. HP Latex Inks are:

- UL ECOLOGO® Certified to meet a range of stringent human health criteria[8]
- GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air[9]

In addition, prints produced with HP Latex Inks can help you qualify for—and win—projects that demand compliance to strict standards. For example, to win jobs in the rapidly expanding interior decoration segment, you can draw upon a wide range of environmental selling points unique to HP Latex printing, addressing:

- Air quality
- Sustainable sourcing
- Green building programs

Prints produced with HP Latex Inks on HP PVC-free Wall Paper:

- Are GREENGUARD GOLD Certified to standards for low chemical emissions into indoor air[9]
- Meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products[10]
- Are rated A+ per Émissions dans l'air intérieur on the  level of emission of volatile substances in indoor air posing health risks if inhaled[11]
- Meet the Oeko-Tex® Standard 100 criteria, for products tested and certified from a human health perspective[12]

In addition, HP PVC-free Wall Paper:

- Is FSC® certified, carrying the Forest Stewardship Council (FSC) Mix label, and signifying that this media supports the development of responsible forest management worldwide[13]
- FSC®-certified wall decorations can help building owners obtain US LEED (Leadership in Energy and Environmental Design) credits[14]

## Certifications can drive your market access

Prominent certifications today include UL ECOLOGO®[8] and GREENGUARD GOLD Certifications.[9] UL (Underwriters' Laboratories) is actively moving these certifications into international standards and working with governments and industry bodies worldwide to establish UL environmental certifications as the basis of future legislation. HP is actively involved with UL and their efforts to develop strong certifications that our customers—and their customers in turn—can trust.

HP is the only large format digital printing manufacturer to earn UL ECOLOGO® Certification[8] for latex printing.

## Establishing the standard

With approximately 19,000 HP Latex printers installed worldwide, HP is clearly helping to change the environmental profile of signage printing. We fully anticipate that regulatory requirements and customer expectations will continue to grow in number and complexity. And we are working beyond current regulations to design our products—with the help of a global network of HP environmental product stewards—to meet future environmental requirements.

Comprehensive current programs include:

- Free, convenient printing supplies recycling—including ink cartridges, printheads, and maintenance supplies—through the HP Planet Partners program[7]
- Recyclable HP large format printing materials[15]
    - Many paper-based HP media are recyclable through commonly available recycling programs
    - The HP Large Format Media take-back program for the benefit of PSPs and their customers using printing materials eligible for the program

When it comes to signage printing, together, we can reduce the impact of printing on the environment today, and provide a positive force for change in the environmental profile of signage printing well into the future.

1 Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

2 Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martins Closed Cup method demonstrated flash point greater than 110° C.

3 Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

4 Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).

5 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 2013) and none were detected.

6 EPEAT registered where applicable/supported. See epeat.net for registration status by country.

7 Printing supplies eligible for recycling vary by printer. Visit hp.com/recycle to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult your local waste authorities on appropriate disposal.

8 UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL). HP is the only large format digital printing manufacturer with UL ECOLOGO® Certification for latex printing as of January 2014.

9 GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

10 HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products (see umweltbundesamt.de/en/topics/health/commissions-working-groups/ausschuss-zur-gesundheitlichen-bewertung-von).

11 Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high-emission).

12 Certifications based on select media and testing completed by a third-party test laboratory with test conditions that include a specific file/design and batch of media. Results may vary, depending on the profile, ink setting, and printer conditions. End-product performance is the responsibility of the manufacturer or print service provider.

13 BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. Not all FSC®-certified products are available in all regions. For information about HP large format printing materials, please visit globalBMG.com/hp.

14 To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on GREENGUARD GOLD Certification, HP PVC-free Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are GREENGUARD GOLD Certified.

15 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 hp.com/recycle for details.

**Learn more at**
**hp.com/go/latex**



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