HP Latex 310 Printer

Expand your business, not your shop space

Beat client expectations for quality, durability

- Print traditional signs and more—from low cost uncoated to POP, backlits, canvas, wall décor—up to 54 inches

- Produce sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, and 1200 dpi

- Consider unlaminated use with scratch resistance comparable to hard-solvent inks on SAV and PVC banner[1]

- Deliver with confidence—outdoor prints last up to 5 years laminated, 3 years unlaminated[1]

Maximize workspace with easy operation

- Print and deliver in record time with fast warm-up and immediate ripping; prints come out completely dry

- Move this printer up against the wall—and free up workspace and your operator with front media loading

- Use optimized profiles, customize yours—HP Quick Substrate Profiling; easy FlexiPrint HP Edition RIP inbox

- Turn your operator's attention to other tasks with automatic, reliable, low-maintenance HP Latex printing

For more information, please visit hp.com/go/Latex310

Join the community, find tools and talk to experts. Visit the HP Latex Knowledge Center at hp.com/communities/HPLatex

Build a healthier environment, inside and out[2]

- Reach new indoor spaces that solvent can't, like healthcare—water-based HP Latex Ink prints are odorless

- Healthier printing with HP Latex[2]—no special ventilation required, no hazard warning labels or HAPs, nickel free[3]

- Meet high standards—HP Latex Inks are UL ECOLOGO®, GREENGUARD GOLD Certified, prints meet AgBB criteria[4]

- This ENERGY STAR® qualified printer meets strict energy efficiency guidelines and is EPEAT registered[5]

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[1] Estimates by HP Image Permanence Lab on a range of media. Scratch-resistance comparison based on testing HP Latex Inks and representative hard-solvent inks. Outdoor display permanence tested according to SAE J2527 using HP Latex Inks 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. Laminated display permanence using HP Clear Gloss Cast Overlaminate. Results may vary based on specific media performance.

[2] 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.

[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. 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. Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve ULECOLOGO® 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).

[4] 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). 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. 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.

[5] EPEAT registered where applicable/supported. See epeat.net for registration status by country.

Take advantage of third-generation HP Latex Printing Technologies

Water-based HP Latex Inks combine the best characteristics of solvent inks and water-based inks.

With HP Latex Inks, you can obtain outdoor durability and versatility across all common media types used in sign and display applications, together with high-quality, odorless prints, low maintenance, and health advantages[6]—even over eco-solvent inks.

The HP Latex 310 Printer features a number of significant innovations that take you beyond the limits of eco-solvent printing, creating new opportunities to expand your business.

HP 831 Latex Inks
Take advantage of the versatile, durable performance of HP Latex Inks:

• Scratch resistance comparable to hard-solvent inks on SAV and PVC banner—you can consider unlaminated use for short-term signage[7]

• Prints are completely cured and dry inside the printer, and ready for immediate finishing and delivery

HP Latex Optimizer
Achieve high image quality at high productivity:

• Interacts with HP Latex Inks to rapidly immobilize pigments on the surface of the print

HP 831 Latex Printheads
Experience high-productivity printing:

• Six HP printheads provide 12,672 nozzles

High-efficiency curing
High-speed, consistent, and repeatable image quality with low power consumption:

• 12 m^2/hr (129 ft^2/hr) indoor quality, 16 m^2/hr (174 ft^2/hr) outdoor plus quality, 48 m^2/hr (517 ft^2/hr) maximum print speed[8]

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[6] 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.

[7] Scratch-resistance comparison based on testing HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media.

[8] Indoor prints (8-pass 6-color) mode; outdoor plus prints (6-pass 6-color) mode; maximum print speed in billboard (2-pass 4-color) mode.

Increase your productivity with easy operation

• Intuitive SAI FlexiPrint HP Edition RIP included inbox

• Easy access to how-to videos, from QR codes available in the front panel

• Front media loading puts your operator in a better position to multitask

Improve uptime and productivity with HP Services

HP Services offer you a broad portfolio of proven support programs to help keep your business running productively including HP Care Pack Services, preventive maintenance kits, and HP Support Programs.

Color consistency
Print panels or tiles with excellent color consistency for an edge-to-edge match:

• Delivers consistent colors to <= 2 dE2000[9]

HP Quick Substrate Profiling
Simplified color management, directly from the front panel, 4-inch touchscreen:

• Pre-installed generic and HP substrate profile library

• Online substrate library access from the front panel

• Fine-tune existing profiles

Eco Highlights

• Healthier printing with HP Latex—no special ventilation, no hazard warning labels or HAPs[1]
• UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria[2]
• A safer workplace—HP Latex Inks are non-flammable, non-combustible and nickel free[3]
• GREENGUARD GOLD Certified HP Latex Inks; produce odorless prints; printer over 85% recyclable[4]

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. 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. Contains no Hazardous Air Pollutants according to EPA Method 311.
2   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).
3   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. 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).
4   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. This printer contains more than 85% recyclable/reusable content by weight.

Please recycle large-format printing hardware and printing supplies.

Find out how at our website
hp.com/ecosolutions

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9   The color variation inside a printed job has been measured to be within this limit: maximum color difference (95% of colors) <= 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

Technical specifications

Printing	Printing modes	48 m²/hr (517 ft²/hr) - Billboard (2 pass)
		16 m²/hr (174 ft²/hr) - Outdoor Plus (6 pass)
		12 m²/hr (129 ft²/hr) - Indoor Quality (8 pass)
		10 m²/hr (108 ft²/hr) - Indoor High Quality (10 pass)
		6 m²/hr (65 ft²/hr) - Backlits, Textiles, and Canvas (16 pass)
		5 m²/hr (54 ft²/hr) - High Saturation Textiles (20 pass)
	Print resolution	Up to 1200 x 1200 dpi
	Ink types	HP Latex Inks
	Ink cartridges	Black, cyan, light cyan, light magenta, magenta, yellow, HP Latex Optimizer
	Cartridge size	775 ml
	Printheads	6 (2 cyan/black, 2 magenta/yellow, 1 light magenta/light cyan, 1 HP Latex Optimizer)
	Color consistency	<= 2 dE (95% colors) <= 1 dE average[10]
Media	Handling	Roll feed; take-up reel (optional)
	Media types	Banners, self-adhesive vinyls, films, fabrics, papers, wallcoverings, canvas, synthetics, mesh, textiles (liner used with porous media)
	Roll size	254 to 1371-mm (10 to 54-in) rolls (580 to 1371-mm (23 to 54-in) rolls with full support)
	Roll weight	25 kg (55 lb)
	Roll diameter	180 mm (7.1 in)
	Thickness	Up to 0.5 mm (19.7 mil)
Applications		Banners, Displays, Double-sided banners, Exhibition, Event graphics, Exterior signage, Indoor posters, Interior decoration, Light boxes – film, Light boxes – paper, Murals, POP/POS, Posters, Vehicle graphics
Connectivity	Interfaces (standard)	Gigabit Ethernet (1000Base-T)
Dimensions (w x d x h)	Printer	2307 x 840 x 1380 mm (91 x 33 x 54 in)
	Shipping	2541 x 760 x 1250 mm (100.1 x 30 x 49.3 in)
Weight	Printer	174 kg (384 lb)
	Shipping	257.5 kg (568 lb)
What's in the box		HP Latex 310 Printer, printheads, maintenance cartridge, printer stand, spindle, user maintenance kit, edge holders, quick reference guide, setup poster, documentation software, FlexiPrint HP Edition RIP, power cords
Environmental ranges	Operating temperature	15 to 30°C (59 to 86°F)
	Operating humidity	20 to 80% RH (non-condensing)
	Storage temperature	-25 to 55°C (-13 to 131°F)
Acoustic	Sound pressure	54 dB(A) (printing); < 15 dB(A) (sleep)
	Sound power	7.2 B(A) (printing); < 3.5 B(A) (sleep)
Power	Consumption	2.2 kW (printing); < 2.5 watts (sleep)
	Requirements	Input voltage (auto ranging) 200 to 240 VAC (-10% +10%) two wires and PE; 50/60 Hz (+/- 3 Hz); two power cords; 3 A max for printer and 13 A max per curing
Certification	Safety	IEC 60950-1+A1 compliant; USA and Canada (CSA listed); EU (LVD and EN 60950-1 compliant); Russia, Belarus, and Kazakhstan (EAC); Australia and New Zealand (RCM)
	Electromagnetic	Compliant with Class A requirements, including: USA (FCC rules), Canada (ICES), EU (EMC Directive), Australia and New Zealand (RCM), China (CCC), Japan (VCCI), Korea (KC)
	Environmental	ENERGY STAR, WEEE, RoHS (EU, China, Korea, India), REACH, EPEAT Bronze, OSHA, CE marking compliant
Warranty		One-year limited hardware warranty

Ordering information

Product	B4H69A	HP Latex 310 Printer
Accessories	F0M55A	HP Latex 54-in Printer 2-in Spindle
	F0M59A	HP Latex 3x0 User Maintenance Kit
	F0M61A	HP Latex 54-in Take Up Reel
	F0M64A	HP Latex 3x0 Edge Holders
Original HP printheads	CZ677A	HP 831 Cyan/Black Latex Printhead
	CZ678A	HP 831 Yellow/Magenta Latex Printhead
	CZ679A	HP 831 Light Magenta/Light Cyan Latex Printhead
	CZ680A	HP 831 Latex Optimizer Printhead
Original HP ink cartridges and maintenance supplies	CZ682A	HP 831A 775-ml Black Latex Ink Cartridge
	CZ683A	HP 831A 775-ml Cyan Latex Ink Cartridge
	CZ684A	HP 831A 775-ml Magenta Latex Ink Cartridge
	CZ685A	HP 831A 775-ml Yellow Latex Ink Cartridge
	CZ686A	HP 831A 775-ml Light Cyan Latex Ink Cartridge
	CZ687A	HP 831A 775-ml Light Magenta Latex Ink Cartridge
	CZ706A	HP 831 775-ml Latex Optimizer Ink Cartridge
	CZ681A	HP 831 Latex Maintenance Cartridge
Original HP large format printing materials		HP printing materials are designed together with HP Latex Inks and HP Latex printers to provide optimal image quality, consistency, and reliability.
		HP PVC-free Wall Paper (FSC® and GREENGUARD GOLD Certified)[11]
		HP Everyday Matte Polypropylene, 3-in Core ♻[12]
		HP Backlit Polyester Film ♻[12]
		HP Premium Satin Canvas
		For the entire HP Large Format Printing Materials portfolio, please see globalBMG.com/hp.
Service and support	U1ZN6E	HP 2 year Next business day Defective Media Retention
	U1ZN7E	HP 3 year Next business day Defective Media Retention
	U1ZN8PE	HP 1 year Post warranty Next business day Defective Media Retention
	U1ZN9PE	HP 2 year Post warranty Next business day Defective Media Retention

[10] The color variation inside a printed job has been measured to be within this limit: maximum color difference (95% of colors) <= 2 dE2000. Reflective measurements on a 943 color target under CIE standard illuminant D50, and according to the standard CIEDE2000 as per CIE Draft Standard DS 014-6/E:2012. 5% of colors may experience variations above 2 dE2000. Backlit substrates measured in transmission mode may yield different results.

[11] 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. 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.

[12] HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See hp.com/recycle for details.

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