

# New Traffic Signage with HP Latex Technology

Update

ISA 2018  
Orlando, Florida  
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John Stevens



# Traffic signage

with HP Latex Technology





# Transform your **traffic signage production** while opening up new business opportunities

## Why?

Traffic Sign manufacturers migrating from analog to digital imaging methods, enabling more economical on-demand option.

## Who?

- Traffic Sign manufacturers willing to shift their analog production to digital. Interested to expand their business to commercial graphics.
- Small/Medium PSPs who want to start printing non-regulated signs/temporary or who want to print in-house traffic signs that are outsourced now

## What?

New 6 colors solution for HP Latex enabling:

- Regulated permanent color signs, including blue, green, red, black, purple and brown
- On top of temporary and non-regulated traffic signs

Leveraging same HP Latex printers currently used for traditional signage (vinyl, banner, paper...) & decoration (canvas, wallcovering...)



Transform your traffic signage production while opening up new business opportunities

Fall 2017



- HP Latex covers all traditional signage applications **AND** Traffic Signage
- 1<sup>st</sup> regulated traffic signage colors for Latex



### Convenient step into digital printing:

- Reduce Traffic Signage production costs
  - Reduce labor costs
  - Save colored overlay film cost
  - Minimize inventory holding costs
- Cut the turnaround time
  - Ideal for short runs or one-off jobs
  - Faster turnaround time

### Best technology new business opportunities:

- 2-in-1 Traffic and commercial signage printer
- Water-based HP Latex Inks enable a healthier approach to signage printing

## Key Features

Regulated permanent color signs on Fall'17, including:

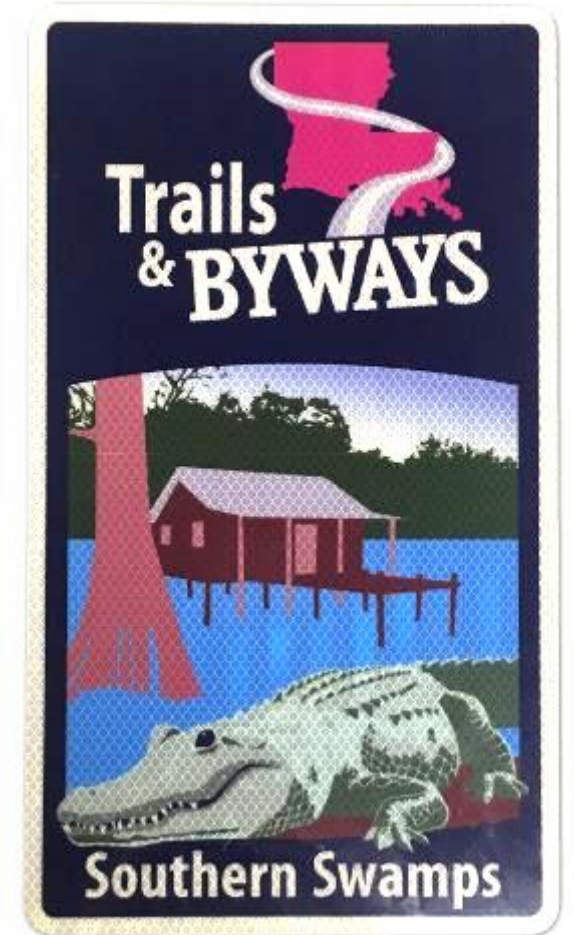
- 3M™ MCS™ Warranty for Traffic 6 colors (10 years for HIP, 12 years for DG3)
- 3M™ Performance Statement for temporary signs (up to 3 years)
- MCS™ Warranty for non-regulated signs (5 years for HIP, 5 years for DG3)



# Traffic signs with HP Latex Printing Technology

Certified with HP Latex 360/365/370 printers and 3M™ reflective sheeting

**3M**



Traffic signs



# Why HP Latex?

- **Small capital investment**

Fast ROI / Low risk

Ideal for small volumes

- **Performance statement by a market leader – 3M**

Already large installed base of customers

- **“2-in-1” printing solution** for even faster ROI:

Traffic Signage: non-regulated and regulated k-only

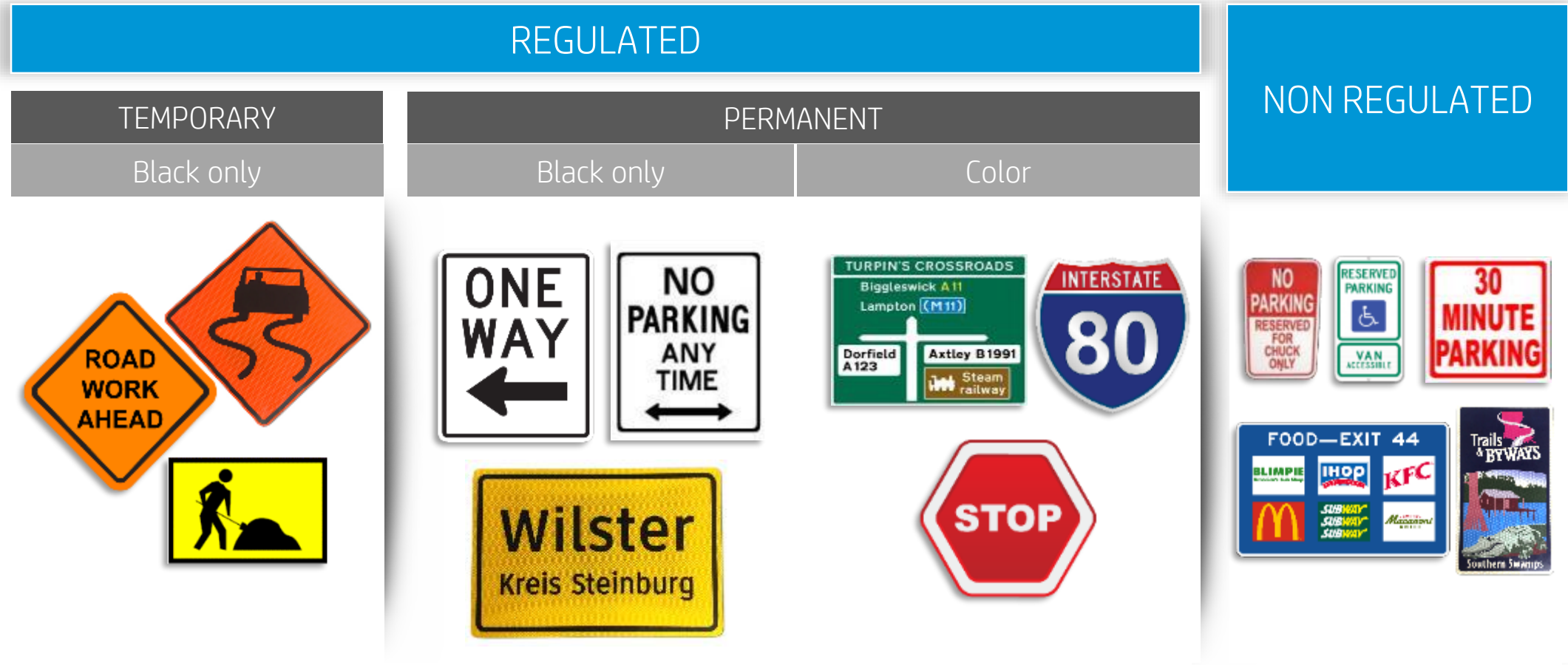
Commercial signage

- **Ease of use:** quick installation and training time, an easy user interface, and no special equipment is required

- Water-based HP Latex Inks enable a **healthier approach to signage printing** with advantages from the traffic signage to the point-of-display of finished prints.

Traffic signs reflect light parallel to the source with minimum scattering

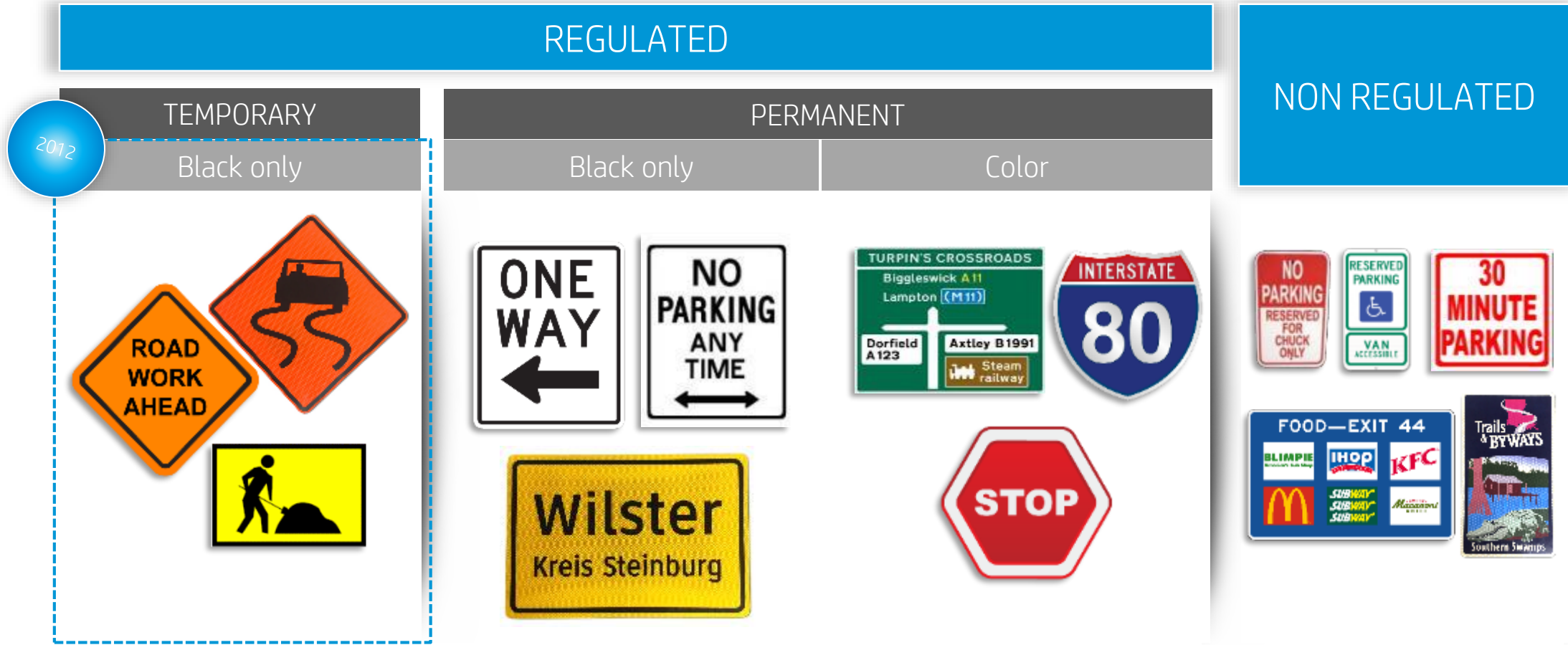
Third-party media vendors provide required performance guarantees





# The HP Latex L2 printers with 3M™ reflective sheeting solution

NEWS! Traffic Black Only in Regulated Temporary (Not MCS)

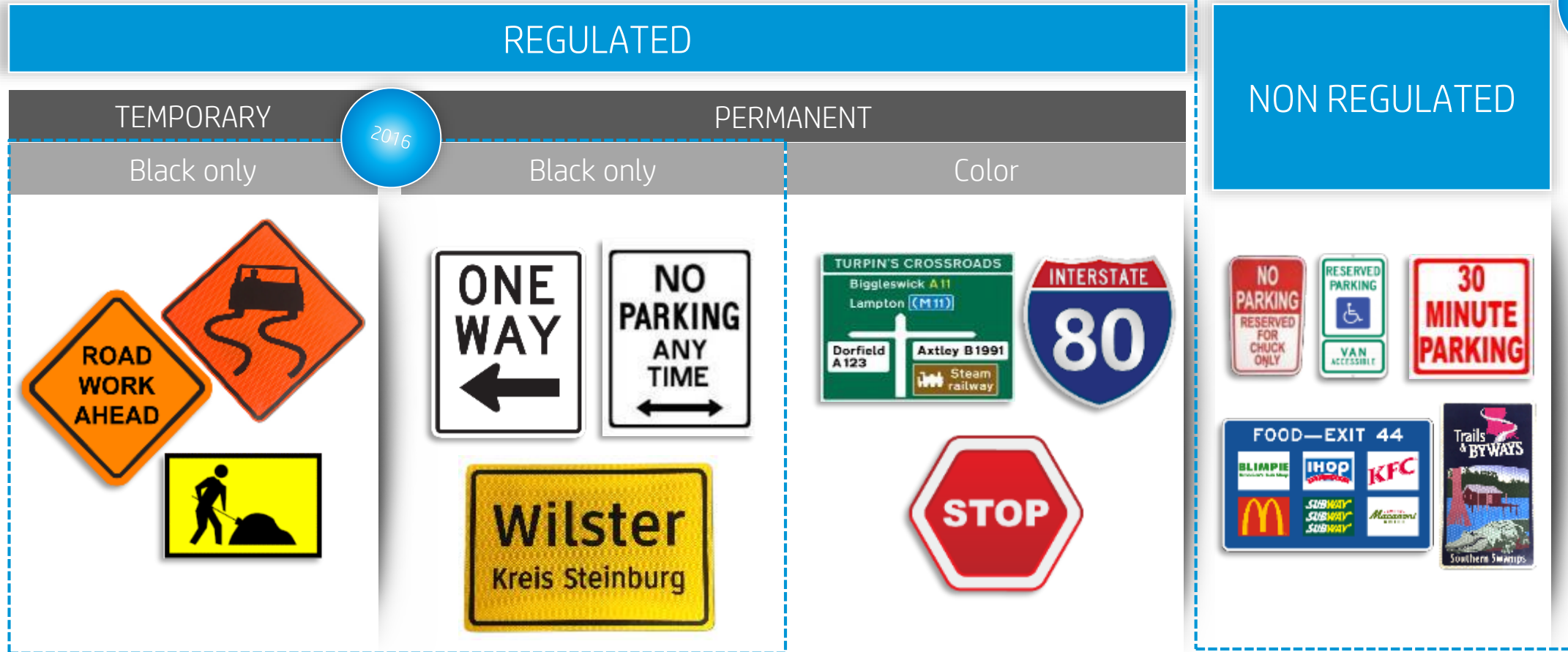




# The HP Latex 360/370 printers with 3M™ reflective sheeting solution

NEWS! Traffic Black Only in Regulated Temporary, Permanent and Non Regulated Colors

**3M**  
3M Performance  
Guarantee  
Specific 3M Inkjet  
Products with  
HP Latex Inks



Traffic signs







# The HP Latex 360/365/370 printers with 3M™ reflective sheeting solution

NEWS! “Regulated Permanent Color signs” are INCLUDED in this solution – 6 Traffic Colors

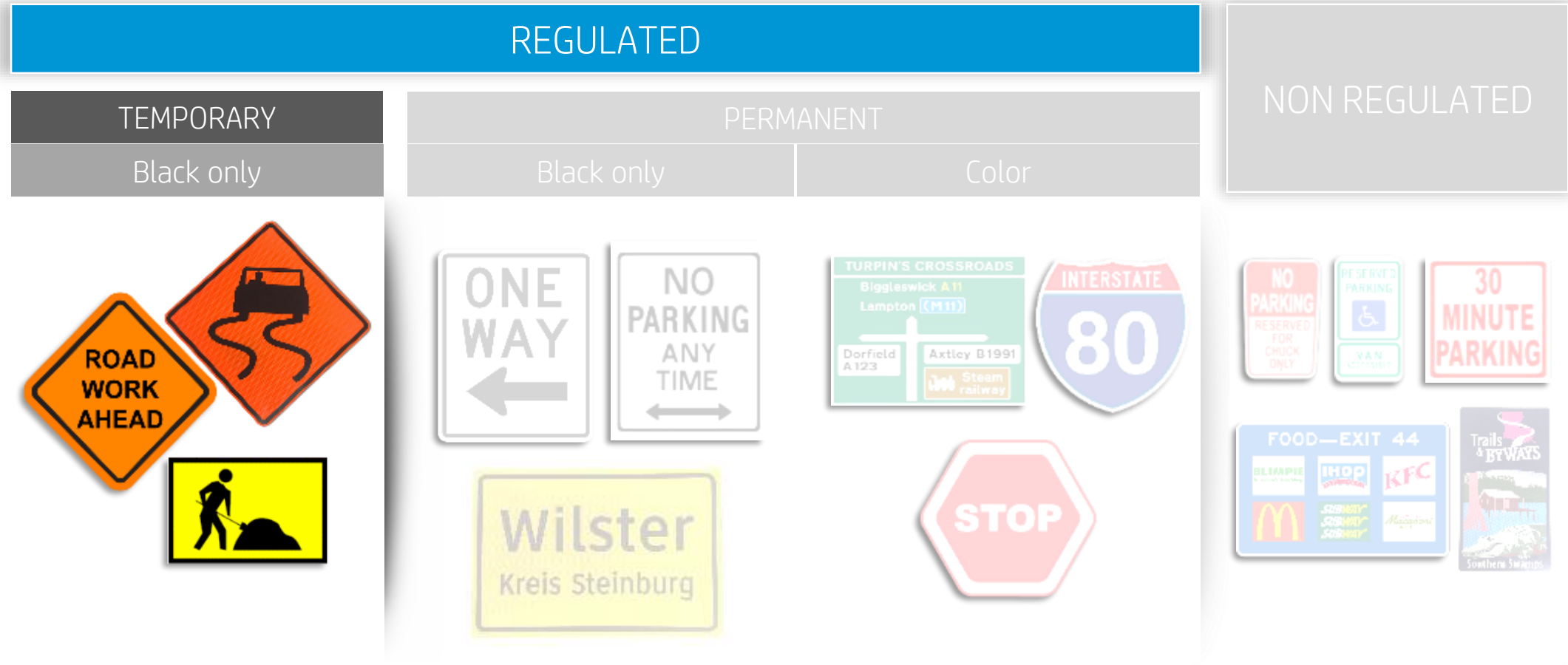


Traffic signs






# 3M™ Performance Statement in ASTM Countries\*

No lamination required. According to 3M™, "durability commensurate with typically expected work zone sign life"



# 3M™ MCS™ Warranty in in ASTM Countries\* ([Link to warranty](#))

Lamination is required – Warranty up to 12 years

REGULATED			NON REGULATED
TEMPORARY	PERMANENT		
Black only	Black only	Color	
			
	Colors are warrantied on white sheeting only		

Traffic signs

\* Warranty varies by country



# 3M™ MCS™ Warranty in ASTM Countries\* ([Link to warranty](#))

Lamination is required – Warranty up to 5 years



Traffic signs

\* Warranty varies by country



# Traffic Signage with Latex 360/365/370

Warranty varies by country

			ASTM norm	
Regulated signs	<u>Permanent Signs</u>	Colors: black, green, blue, brown, red, purple	<u>NEW</u> MCS™ Warranty for Traffic 10 years for HIP, 12 years for DG3	 
		Colors: yellow, orange	Not available but <b>workaround with yellow/orange film</b> (hybrid printing and manually)	 
	<u>Temporary Signs</u>	K-Only	Performance statement 3 years for HIP, 3 years for DG3	 
Non-Regulated signs	<u>Permanent/Temporary</u>	Any printed colors	MCS™ Warranty 5 years for HIP, 5 years for DG3	 
Countries			US/Canada; Latin America (including Mexico); Australia & NZ; SEA (Including India and Korea); China, Taiwan; Gulf, Pakistan; Turkey	

3M™ “HP Latex certified” reflective sheeting. Max width: 48”

3M™ Electrocut™ 1170 Overlamine is required for MCS™ Warranty for Traffic

Diamond Grade 4090



Type III - Prismatic

High Intensity 3930



Type II - Prismatic

Fluorescent 3924



Traffic signs





# SAi FlexiPRINT Authorized 3M™ Traffic Edition

Required for 3M™ MCS™ Warranty for Traffic

## Key Benefits

- Large format RIP, Print & Contour cutting
- Ability to print 6 colors for 3M™ MCS™ Warranty for Traffic
- Seamlessly push new colors for warranty through cloud upgrade
- One of the industry leaders in ease of use and training
- Consistency between computer screen and print (what you see is what you get)
- Nesting - True Shape Nesting
- Multiple copy - Dynamically choose how many
- Global search and replace - Choose variables for standard signs (i.e. Street Signs)
- Tiling with overlap



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3M

Traffic signs



# The solution is...

- For [Latex 360/365/370 printers only \(not 500\)](#)
- Latex [Gen3 inks](#) (HP831)
- [Media tested](#):
  - 3M High Intensity Prismatic Sheeting 3930 series (white version)
  - 3M Diamond Grade™ DG³ Prismatic Sheeting 4000 series (white version)
- [3M™ ElectroCut™ over-laminate](#) is mandatory to get the 3M MCS warranty for Traffic
- It is [mandatory](#) to use the [Production Manager Authorized 3M Traffic Edition v12](#) (or future version) to get the 3M MCS warranty for Traffic on the 5 new colors (green, blue, red, brown, purple)
- It is [recommended](#) to use the [FlexiPRINT Authorized 3M™ Traffic Edition](#)
- ONLY for countries where they follow [ASTM norm](#)

# Clarification on RIP

- It is mandatory to use the [Production Manager Authorized 3M Traffic Edition v12](#) (or future version) to get the 3M MCS warranty for Traffic on the 5 new colors (green, blue, red, brown, purple)
- It is recommended to use the [FlexiPRINT Authorized 3M™ Traffic Edition](#)

## Why is it recommended to use the FlexiPRINT editor?

- To make it **simple for customers** the palette in FlexiPRINT will have the colors installed and ready to go
- **Customer experience** will be very simple if using the Design Editor and the RIP together.

## Warning

- Other editors may be used as long as the Traffic colours are named correctly
- The RIP will not be sold without the design software

[PLEASE CONTACT YOUR LOCAL SAI sales representative for more information](#)



## The solution is...

- **NOT** tested with other 3M™ media than stated
- **NOT** tested on the HP **Latex 500 printer** series nor the **HP Latex 1500/3X00** series
- **NOT** covered as 3M™ MCS™ for permanent Traffic signage applications **with Yellow and Orange ink**



Traffic signs

# Sales tools

## HP collaterals (available in the LPro Suitcase):

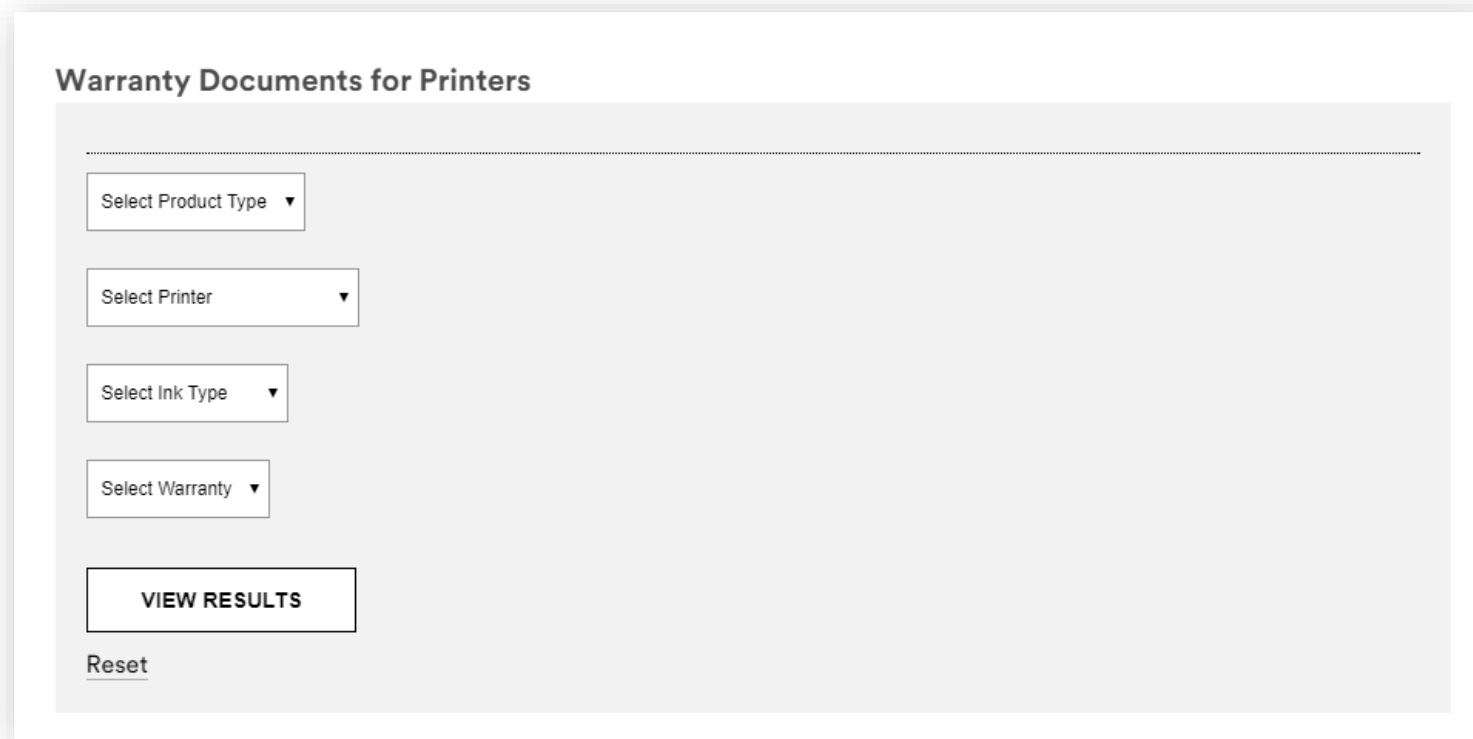
- “Traffic Signage for Latex ASTM Countries” deck
- “Traffic Signage HP Latex 365 cookbook” (available in [LKC](#))
- “HP Latex Printing Solution for Traffic Signage” brochure (available in [LKC](#))
- Traffic Signage wall for tradeshow (kit available to order from [www.myhplfproapplications.com](http://www.myhplfproapplications.com))

## 3M collaterals:

- “Digital Printing Solutions Flyer\_November\_2017”
- “[Digital Imaging with HP Printers on 3M Reflective Sheeting](#)”

# How to find 3M™ MCS™ Warranties

- Go to: <http://www.3m.com/digital4traffic>
- Scroll down until you get to the following section:



**Warranty Documents for Printers**

Select Product Type ▼

Select Printer ▼

Select Ink Type ▼

Select Warranty ▼

**VIEW RESULTS**

[Reset](#)

- Select printer and press “View results”



Competitive



# Competitive Overview

## Avery Mutoh TrafficJet™

Roll-to-roll printer which uses specially TrafficJet eco solvent spot color inks to **meet standard traffic colors**.

### Latex advantages

- No need to wait for degas
- Media can be applied to the substrate with no need to wait
- HP Latex prints doesn't need to be laminated (temporary signs)

### Disadvantages

- Can print Yellow and Orange for Regulated Permanent Traffic Signage



## Durst Rho 162 TS PLUS

Roll-to-roll UV inkjet printer is designed for the production of highway and road signs with 3M UV inks.

Complies with **European and US regulations for traffic signs**



## EFI™ H1625-RS

Create **regulated traffic** and custom color signs simultaneously with 6 color printing.

Roll-to-roll production with speeds up to 200 ft<sup>2</sup>/hr and instant curing 3M inks reduce the need for finished sign and material inventories.



## Competitive Overview

Avery Mutoh TrafficJet™

Durst Rho 162 TS PLUS

EFI™ H1625-RS

HP Latex technology is an excellent, affordable and complementary solution for Traffic Signage that can also print commercial signage

Traffic signs

# Traffic Signage – 3M & HP contacts

	3M Traffic Signage & Security Department Contact	HP Traffic Signage Contact
US	Rob Scarcello rtscarcello@mmm.com	John Stevens john.stevens5@hp.com
Canada	Doug Boccabella dboccabella@mmm.com	John Stevens john.stevens5@hp.com
Mexico	Vigny Buitrago vbuitrago@mmm.com	Alberto Corral alberto.corral@hp.com
Latin America (exc. Mexico)	Vigny Buitrago vbuitrago@mmm.com	Ricardo Bonet ricardo.bonet-ferreira@hp.com
WW	Christie Vitale clvitale@mmm.com	Gemma Torra gemma.torra.oliva@hp.com

Why Digital  
production?





# Traditional production

## Screen printing (usually long run)

Onto reflective substrate

With “transparent” inks

Print then mount or reverse



## XY cutting (usually short run)

Reflective base layer

Colored transparent overlay film

**Phase 1** cut out the desired text or shape from the black film (ElectroCut™ film)



**Phase 2** Manually remove the letters or the design from the film and place them onto the reflective sheet.



Traffic signs

# Why digital production?

Reduce traffic signage production costs and cut the turnaround time while opening up new business opportunities

## TO GET THE SAME RESULTS PRINT DIGITALLY IN ONE STEP

- **Reduce labor costs** with efficient, flexible one-step digital production
- **Save the black film** cost by applying black ink directly on the sheeting
- **Minimize inventory holding costs** with digital print-on-demand capabilities that reduce the need for finished sign and material inventories
- Trade long-run and screen production complexity for flexibility of digital technology, ideal for **short runs** or one-off jobs
- **Faster turnaround time** compared to traditional traffic signage production



Why HP  
Latex?

# Why HP Latex?

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- **“2-in-1” printing solution** for even faster ROI:

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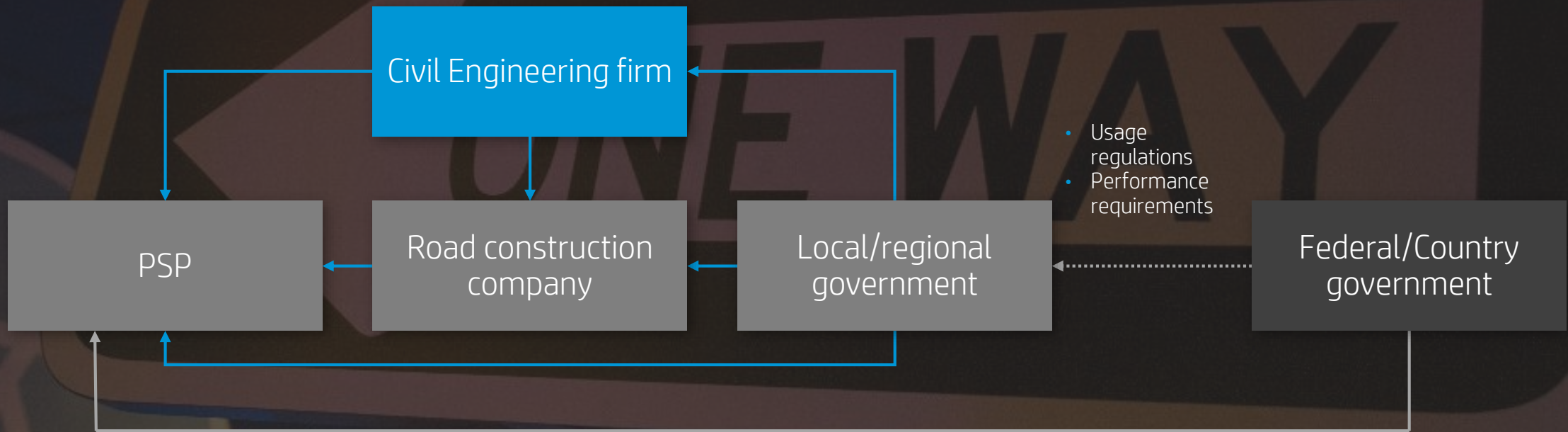
- Water-based HP Latex Inks enable a **healthier approach to signage printing** with advantages from the traffic signage to the point-of-display of finished prints.



# Traffic Signage ecosystem

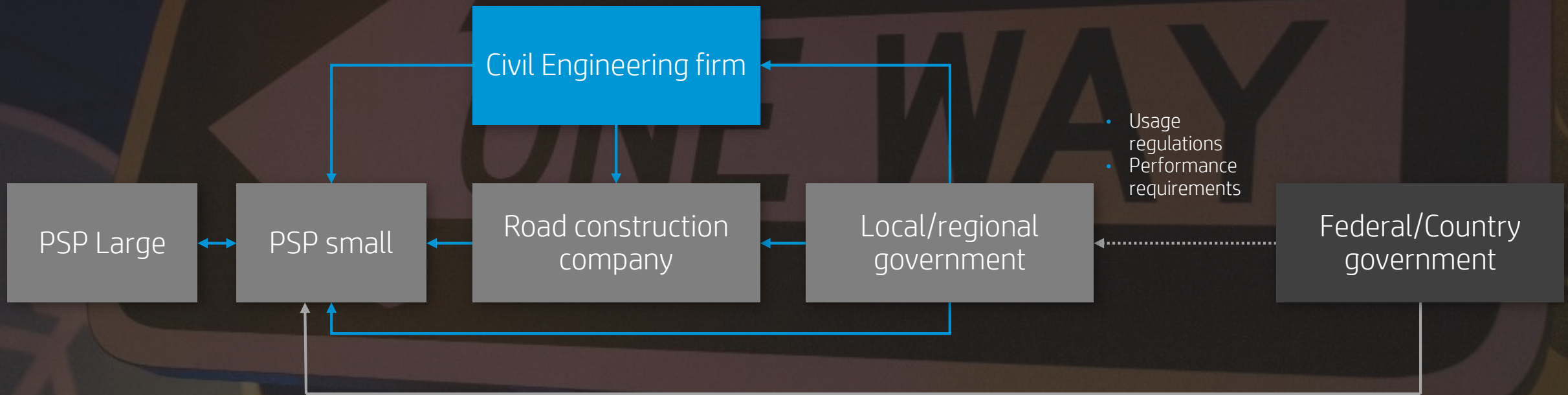


# Traffic Signage – Market structure





# Traffic Signage – Market structure



Thank you

