

New Traffic Signage with HP Latex Technology

Update

ISA 2018
Orlando, Florida
March 21, 2018

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
- 1st 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

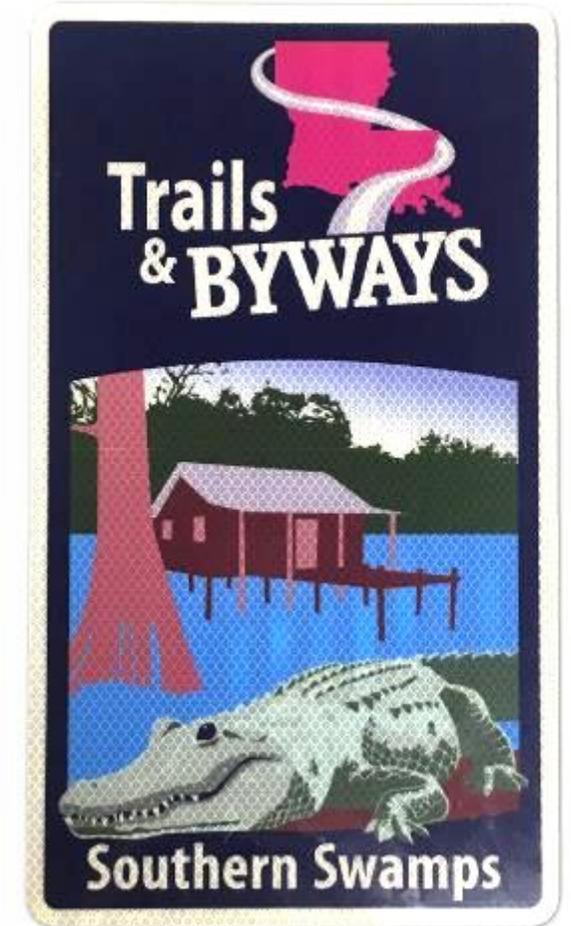
Key Features

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



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

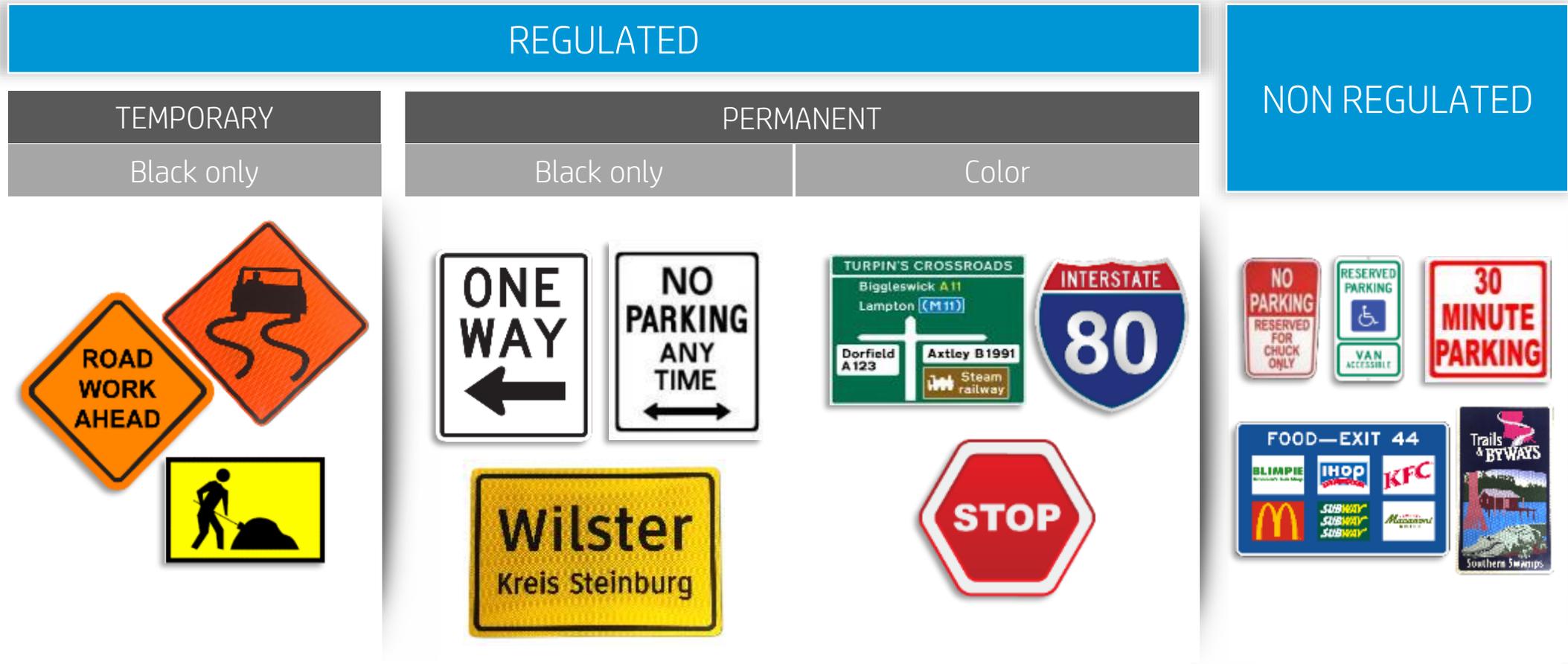
Commercial signage

- **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

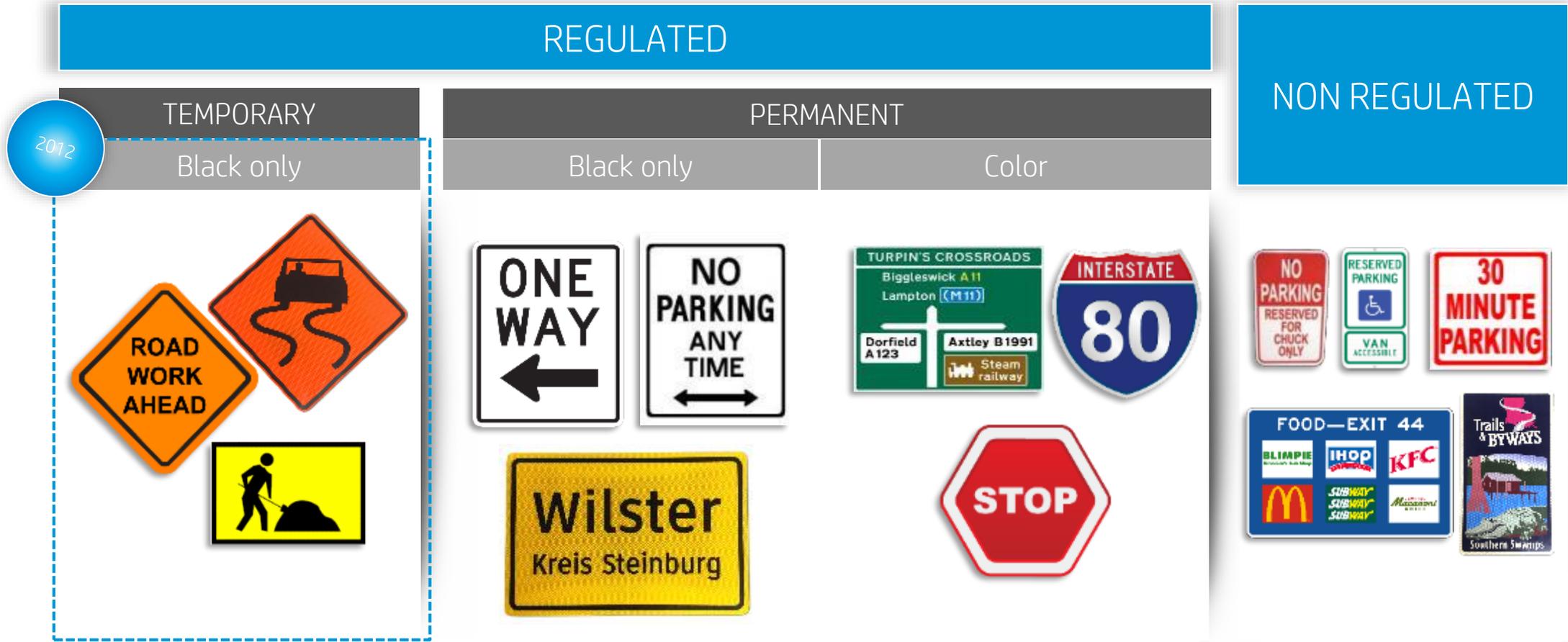
Third-party media vendors provide required performance guarantees





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

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



Traffic signs





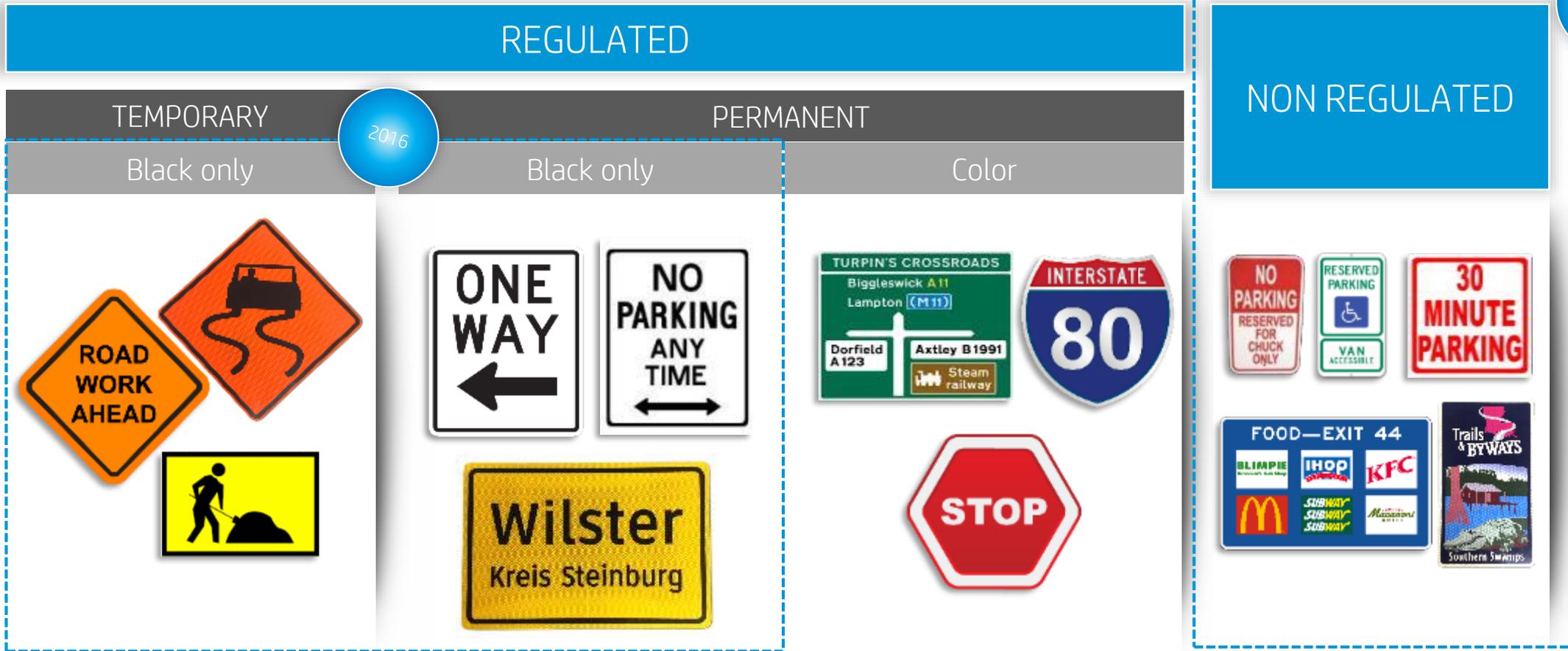
3M™ MCS™ Warranty



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





3M™ MCS™ Warranty

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* [\(Link to warranty\)](#)

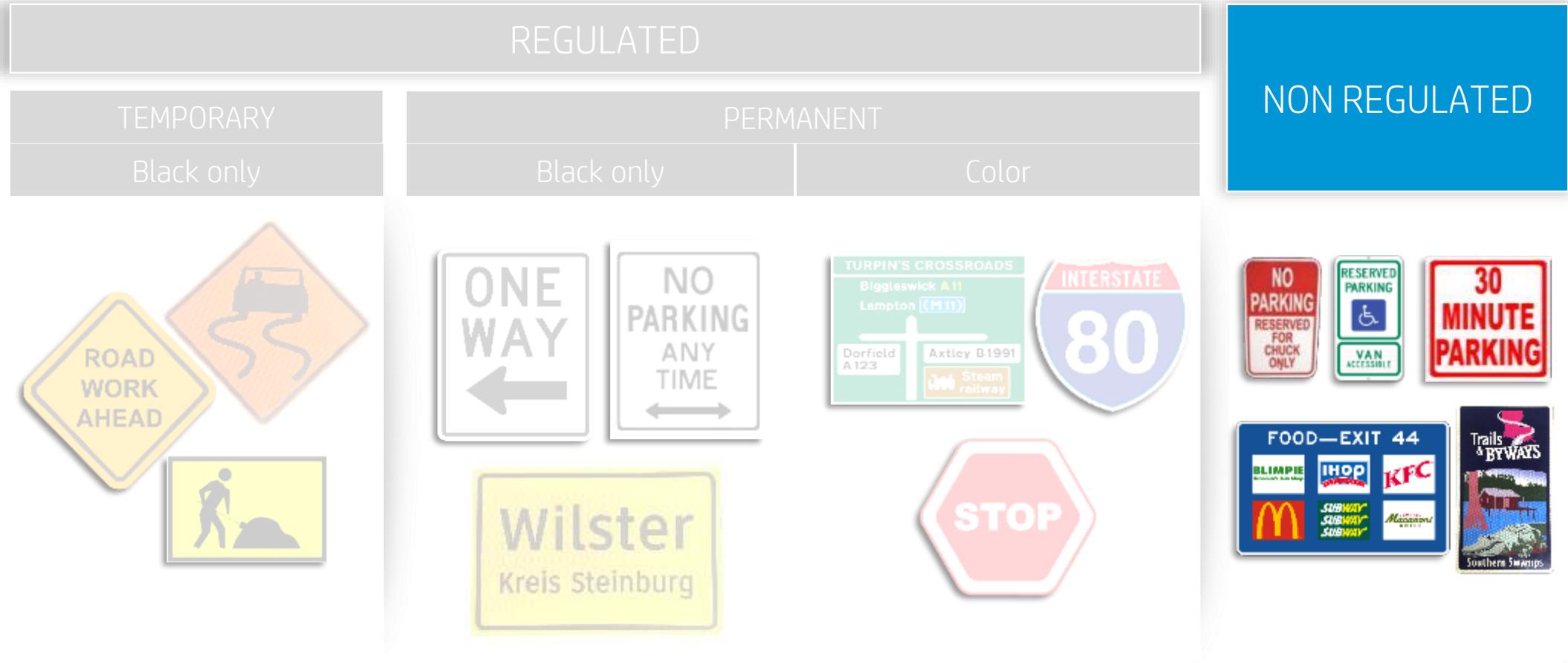
Lamination is required – Warranty up to 12 years

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

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



Lamination is required – Warranty up to 5 years

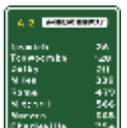


* Warranty varies by country



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	NEW MCS™ Warranty for Traffic 10 years for HIP, 12 years for DG3	 
		Colors: yellow, orange	Not available but workaround with yellow/orange film (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 Overlaminates is required for MCS™ Warranty for Traffic

Diamond Grade 4090



Type III - Prismatic

High Intensity 3930



Type II - Prismatic

Fluorescent 3924



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



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):

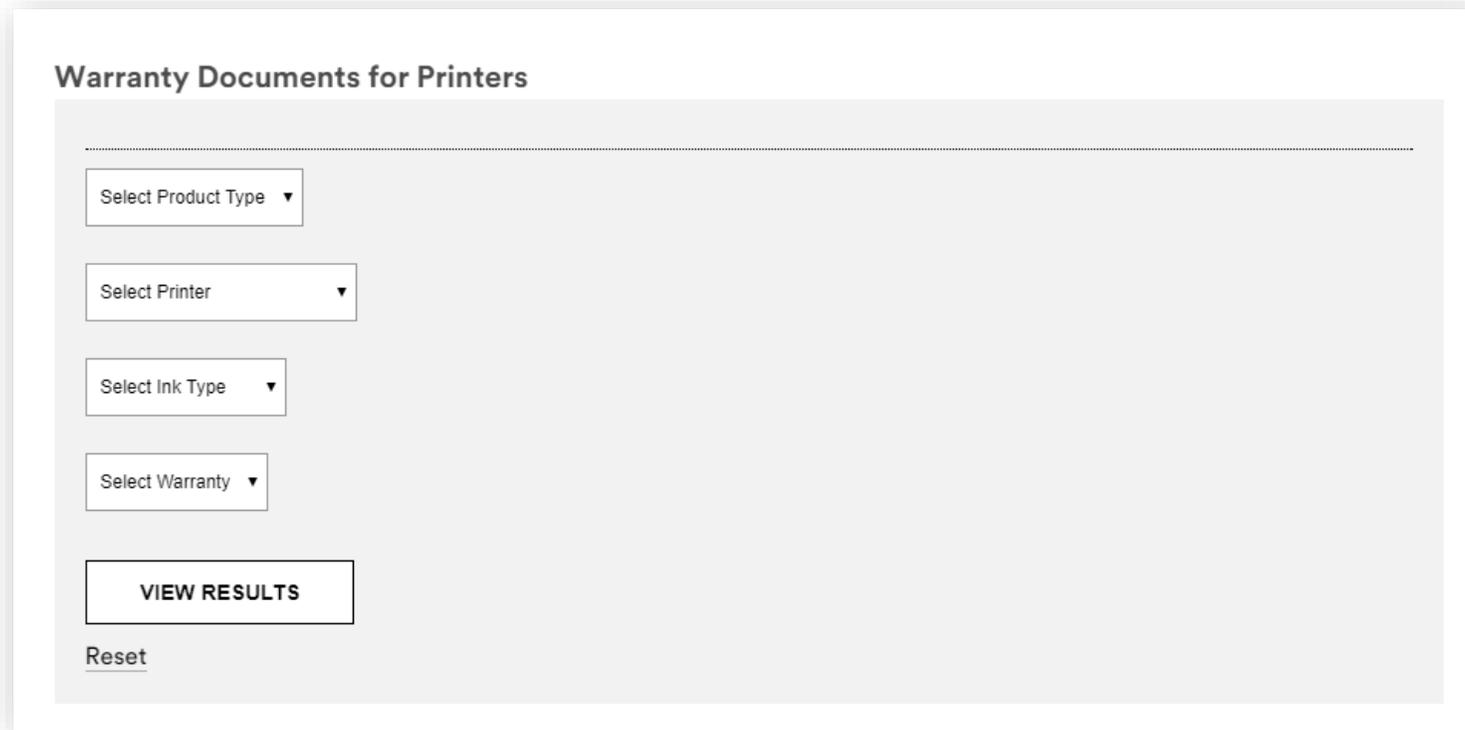
- “Traffic Signage for Latex ASTM Countries” deck
- “Traffic Signage HP Latex 365 cookbook” ([available in LKC](#))
- “HP Latex Printing Solution for Traffic Signage” brochure ([available in LKC](#))
- Traffic Signage wall for tradeshow ([kit available to order from www.myhplfproapplications.com](#))

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 ft²/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?

- **Small capital investment**

Fast ROI / Low risk

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Already large installed base of customers

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

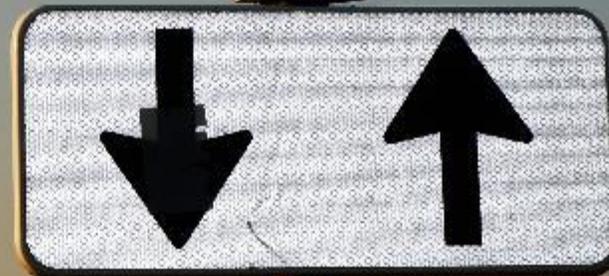
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Commercial signage

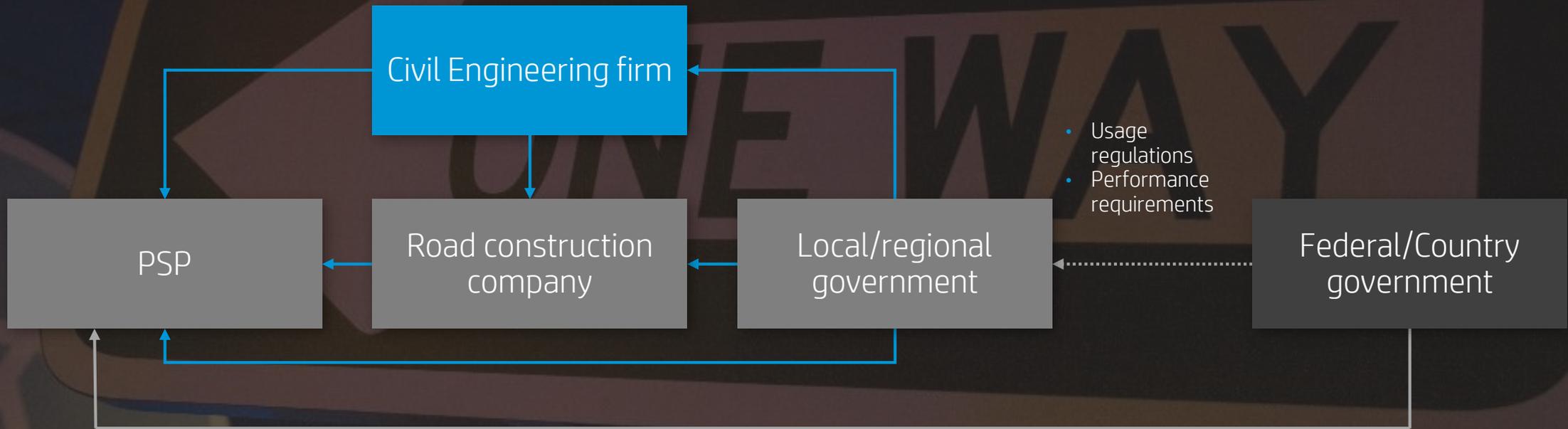
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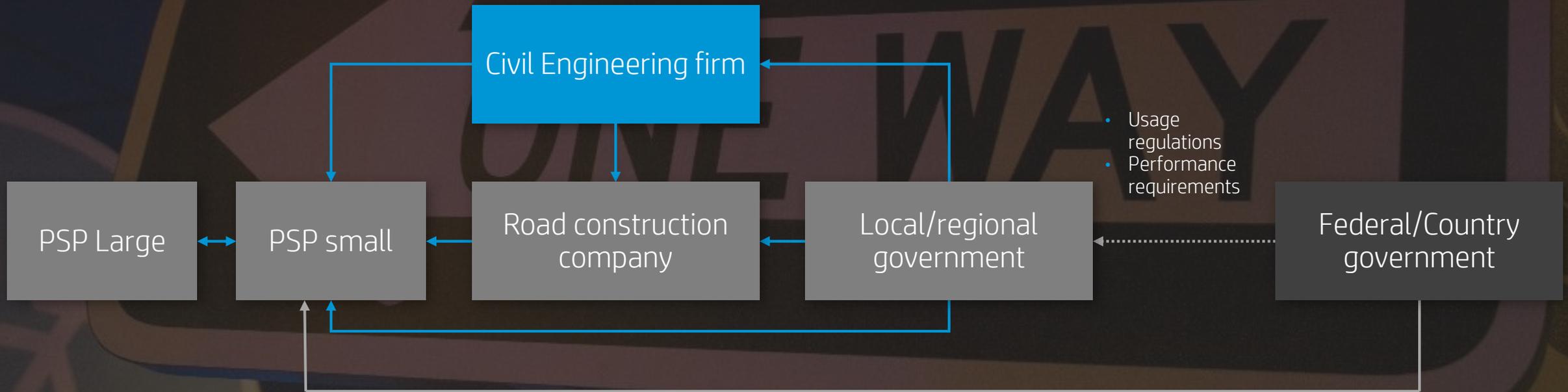
Traffic
Signage
ecosystem



Traffic Signage – Market structure



Traffic Signage – Market structure



Thank you

