

Brochure

HP Designjet printing solutions for in-store signage

Speak to your customers — in a big way

LOWER PRICE
TODAY

\$1⁹⁹

hyper

TOMATO SAUCE

BUY 2 GET
1 FREE

3x2

hyper

TUNA

VEGI
CREAM
SAUCE

hyper

Natural





In-store large-format printing delivers many benefits

You know better than anyone what your business needs are on a day-to-day basis. Being able to react quickly to daily needs or demands is critical. In-house large-format printing—with HP Designjet printers—can provide that added advantage. Quickly and easily print daily promotions for less by reducing outsourcing costs.

Regardless of the size or needs of your store, HP Designjet printers are adaptable to your business. They deliver the vivid color and amazing accuracy you'd expect from a professional print shop. And they're incredibly easy to use—designed with intuitive features that make large-format printing accessible to virtually anyone on your staff.

Influence shoppers with large-format signage

Direct store traffic and focus attention

- Lead your customers to particular aisles with the strategic placement of large promotional signs that can be seen from a distance
- Create layers of interest—highlight featured products with larger signs, promote others at the shelf with smaller tags

Communicate visually—and provide key marketing messages

- Enhance your signage with merchandise photos to enable quick product recognition and remove language barriers
- Help shoppers make informed decisions by including key merchandise features and benefits on your signage
- Link customers with your other touch points (including QR codes and hashtags)

Bring your corporate brand image to life

- Establish and develop a full campaign image and maintain color accuracy and consistency in all prints
- Integrate the shopping and the brand experience

Produce professional results with reliable, easy-to-use printing solutions

- Produce your own signage in-store quickly and easily thanks to intuitive printing
- Enjoy reliable, dependable HP performance backed-up by over 20 years of product development and investment
- Achieve optimal image quality with Original HP inks and printheads, and HP printing materials, designed and engineered together with the printer to provide optimal image quality, reliability, and low running costs
- Confidently manage all your HP Designjet printers with remote management tools

Start selling more today

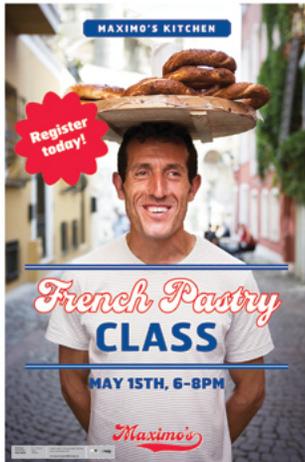
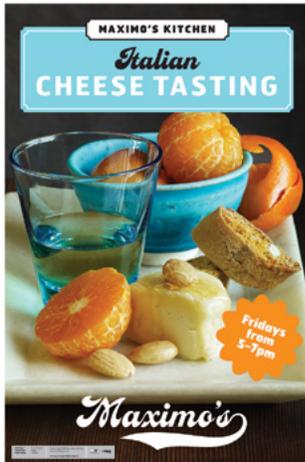
- 82% of purchase decisions are made in-store. Increase rotation on specific products and use large-format printing to customize signage for local promotions¹
- A “sale” sign can increase demand significantly—by up to 50%, even without a change in price²



¹ POPAI's 2013 Shopper Engagement Study

² “Shopper decisions made in-store (SDMIS),”
— OgilvyAction, June 2008

Print large-format signage in-store to respond quickly, while helping to reduce costs and product waste



Significantly reduce response time and dependencies

- Print daily promotions and respond immediately to the competition
- Manage your printing priorities without having to rely on outside print service providers
- Print overnight in central marketing and have your campaign signage ready at branch stores by the next day's opening
- Minimize the time spent organizing large print deliveries—print signage by department
- Reprint damaged signage as needed

Increase merchandise turnover and reduce signage scrap and product waste

- Promote soon-to-expire or high-inventory products, slashing product waste and improving inventory management
- Print only the signage you need and reduce signage scrap
- Avoid stocking a variety of pre-printed papers

Build promotions around regional and local events

- Integrate your promotions with local and regional festivals and events through engaging signage

Print your planograms in store

- Use large-format prints to view the entire floor space—all at once
- Each store can implement new layouts and changes immediately

Original HP inks and HP Large format Printing Materials

Whether your retail project calls for dye-based or pigment/UV-based inks, HP has a quality solution for you. The unique chemistry between Original HP Designjet inks and HP large format printing materials makes exceptional results possible, from uniform fills to crisp text and sharp lines. Use Original HP inks and HP print-heads to experience consistent high quality and reliable performance that enables less downtime. These critical components are designed and engineered together as an optimized printing system with HP Designjet printers. For more information, visit hp.com/go/DesignjetOriginalHPInks. For the entire HP Large Format Printing Materials portfolio, please see HPLFMedia.com.

HP Designjet printers are designed to help you sell

You can choose from the widest large-format printing portfolio in the industry. No matter the nature and scale of your business, there's a HP Designjet printer that's right for you.

Print it yourself

For small and medium convenience stores wanting to produce daily and weekly printouts that are both easy to use and budget friendly



- Assume greater control—print daily promotions, quickly change and replace pricing based on consumer behavior
- Keep it compact—print small- and medium-sized pricing tags and posters with compact printers that can fit even small spaces
- Enjoy intuitive, fast, low-cost printing—produce in-store signage with high-quality results
- See vibrant color results—grow visibility with vibrant, high-impact prints

Print

- Price signs
- Sales and promotions
- New product arrivals



Find your best fit—HP Designjet T-series ePrinters

If you need daily and weekly prints that help influence product demand, HP Designjet printing solutions can make it happen with large-format printers that are compact, easy to use, and fast.



HP Designjet T1500 and T920 ePrinter series
36 inches (914 mm) with one roll—and— 36 inches (914 mm) with two rolls for prints up to A0/E- size



HP Designjet T520 and T120 ePrinters
24 inches (610 mm) with one roll and tray—and —24 and 36 inches (610 and 914 mm) with one roll and tray—for prints up to E/A0-size

For medium shops, grocery stores, and markets with branch stores, HP's web-connected ePrinters with network capability enable centralized signage distribution

Print on a wide variety of applications quickly, get your jobs neatly collated thanks to the output stacking tray; easy-to-use printers with front-loading media rolls

For small shops and stores with limited space
Two printers in one, you can print using the built-in B+/A3 tray and front-loading media roll

hp.com/go/DesignjetT1500
hp.com/go/DesignjetT920

hp.com/go/DesignjetT520
hp.com/go/DesignjetT120

Your own retail design station



For daily and seasonal communications in supermarkets and large surface retail stores

Grow your business delivering fresh, relevant large-format promotional signs and displays daily and seasonally. Create appealing large-format advertising posters and displays that can influence shoppers' decisions. Produce high-quality results, even on low-cost offset papers.

Print

- Daily local and regional pricing and sale signs (medium and high production)
- Seasonal posters
- Decoration applications



Find your best fit—HP Designjet T-series printers

High-production and wide-format printing for daily and seasonal in-store communications.



HP Designjet T7200 Printer
42 inches (1067 mm) with up to three rolls

Versatile, high-production printer delivers low running costs and quality color prints



HP Designjet T795 ePrinter
44 inches (1118 mm) with one roll and web—connectivity features

Compact, easy-to-use ePrinter delivers fast output and high-volume printing—even with complex files

hp.com/go/DesignjetT7200

hp.com/go/DesignjetT795

Professional quality in-store signage

For retail decoration and signage



Gain a competitive edge with the ability to print interior decorations and retail signage on a wide variety of media. Protect your branding image with amazing printouts delivered with vibrant, accurate colors. Achieve color consistency print after print ensuring same outstanding look and feel across all your stores.

Print

- Decorative graphics
- Informational signs
- Professional posters
- Banners
- Backlit displays



Find your best fit—HP Designjet Z series printers

Equip the design department in your retail outlet or chain stores with high color quality photo production printers.



HP Designjet Z6800 and Z6600 Photo Production Printers
60 inches (1524 mm)

Fastest 60-in graphics production printers with unrivaled print quality. Available in 8 or 6 Original HP Vivid Photo Inks.



HP Designjet Z6200 Photo Production Printer
42 inches (1067 mm)

Workhorse printer delivers fast turnaround times with exceptional image quality and color accuracy



HP Designjet Z5400 PostScript ePrinter
44 inches (1118 mm) with two rolls and automatic media switching

The first multi-roll ePrinter for graphics to produce high-quality, long-lasting prints efficiently



HP Designjet Z5200 Photo Printer
42 inches (1067 mm)

This professional 8-ink PostScript® printer, with Original HP Photo Inks, is designed for outstanding graphic applications

hp.com/go/DesignjetZ6600
hp.com/go/DesignjetZ6800

hp.com/go/DesignjetZ6200

hp.com/go/DesignjetZ5400

hp.com/go/DesignjetZ5200

Build your complete printing solution



• **HP Instant Printing PRO.** Simplify the large-format print workflow with tools that set print parameters, prepare files for printing, and more—useful when processing complex files. For more information and printers compatibility visit hp.com/go/HPinstantprintingpro



• **HP Designjet Stacker.** Print unattended runs during store hours—and even overnight. The HP Designjet Stacker collects up to 500 D- or A1-sized plots and automatically flattens them, keeping them organized until they can be gathered



• **HP Designjet HD Pro Scanner.** Capture images with outstanding color accuracy using this high-speed, high-definition scanner. Enhance images on the large touchscreen, and save documents to many file formats, including multipage PDFs. Scan to email, USB, and other network locations. For more information and printers compatibility visit hp.com/go/DesignjetHDproscanner



Maximize the performance of your in-store HP Designjet printing solutions with HP Services

HP Designjet Support Services offer solutions for the retail market that maximize the performance of your HP Designjet large-format printing solution, while protecting your investment in the technology. Choose from installation and maintenance services or up to 5-year support coverage with warranty experience at no extra costs for the duration of the contract.

For more information, please visit hp.com/go/Designjet/Support

Eco Highlights

- Works with FSC®- and PEFC™-certified HP papers²
- Range of recyclable HP media with a take-back program¹
- ENERGY STAR® qualified printers

¹ Program availability varies. Please check hp.com/recycle for details.
² BMG trademark license code PEFC™/29-31-261, see pefc.org. HP trademark license code PEFC™/29-31-198, see pefc.org. Not all FSC®- or PEFC™-certified products are available in all regions. For information about HP large format printing materials, please visit globalBMG.com/hp.

Please recycle large-format printing hardware and printing supplies.
Find out how at our website
hp.com/ecosolutions



Visit us on
hp.com/Designjet

© Copyright 2014-2015 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Adobe, PostScript, and Adobe PostScript 3 are trademarks of Adobe Systems Incorporated. ENERGY STAR and the ENERGY STAR mark are registered U.S. marks.

4AA5-1662ENW, February 2015, Rev. 1.

