

HP Scitex XL1500 with dye sublimation ink

Expand your offering into the textile market – and differentiate your business with new soft signage applications



Textile printing is a fast-growing and lucrative market, opening exciting opportunities for wide format printers. Ideal for soft signage applications such as flags, banners, curtains, and trade show signs, textile printing is attractive to end-customers because it allows signs that are attractive to the eye, relatively inexpensive to ship, easy to hang and can be washed and reused.

Now, with the HP Scitex XL1500 super-wide format printing system, you have a unique opportunity to expand into this rewarding market. Instead of investing in a dedicated textile printer, you can simply upgrade your existing HP Scitex XL1500 with a dye sublimation (dye sub) module. This gives you all the advantages of the feature-rich HP Scitex XL1500, including high productivity and the ability to print 3m-wide applications (9.8ft). In addition, with easy switching between pigment and dye ink types, you have full flexibility to produce both traditional print jobs and textile jobs using the same printing system.

The HP Scitex XL1500 can print with dye inks both on transfer paper and on fabrics. Both involve a two-part process, using first the printer and then a heat transfer machine:

- **Fabric:** heat is applied to the printed fabric in order to set the ink
- **Transfer paper:** heat is applied to the paper to transfer the image to the fabric

Upgrade your market offering with an HP Scitex XL1500 dye sub upgrade

- Differentiate your business by supporting new fabric applications
- Enter a high-growth market with minimal investment
- Increase utilization of your HP Scitex XL1500

With easy switching between solvent-based inks and the solvent dyes needed for transfer to textiles, you can quickly move back and forth between regular print jobs and textile jobs, according to demand.

The textile printing opportunity

- New applications create competitive differentiation
- Fast-growing market – compelling benefits for end-customers, including:
 - Indoor applications appear softer on the eye than PVC banner
 - Low-cost shipping due to light weight
 - Easy hanging
 - Durable against rain
 - Foldable for compact storage and shipping
 - Washable, enabling multiple re-uses
- Lucrative opportunity – average selling price can be several times higher than vinyl banner

Dye sub applications

- Flags
- Banners
- Curtains
- Trade show signs
- Interior design
- Fine art
- And more

The HP Scitex XL1500 dye sub advantage

- Fully switchable between solvent inks and dye inks
- 3m (9.8ft) textile applications
- Eight vibrant colors
- Leverages full advantages of the HP Scitex XL1500 printing system, including:
 - High productivity
 - High quality
 - Advanced feature set
 - Multiple modes
 - Close or long-viewing
- Opens your business to super-wide format textile applications – dye sub available as an upgrade to installed systems and as an optional module for new installations
- No need for dedicated textile printer
 - Reduces capital investment
 - Saves floor space
- Wide variety of polyester fabrics: satin, knit voile, flock cloth, poplin, flag, mesh, micro mesh

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