

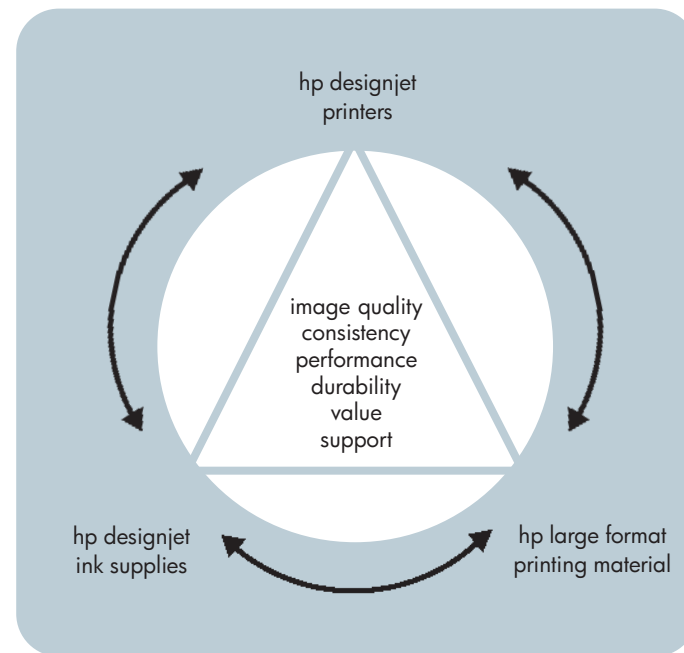


why use
hp designjet
large format
supplies?

winter 2002



hp designjet printers and original hp supplies – designed together to work together



HP designjet large format printers are chosen because of their superb image quality and exceptional reliability. They are printers to rely on, day in, day out. By using original HP supplies, that rock-solid dependability can be assured for years to come.

HP designjet printers and supplies are engineered and tested together to ensure flawless compatibility and optimum performance. And because we've patented our technology, it's exclusive to HP. Which means the same quality can't be found anywhere else.

- **exclusive patented technology**
for 100% compatibility and the best possible results
- **rigorously tested by hp**
to ensure the best output in all circumstances
- **consistent quality from print to print**
for unattended, trouble-free operation
- **full support from hp**
pre- and post-sales support offered by hp
- **warranty by hp**
all HP Large Format printing materials are guaranteed against manufacturing flaws and defects
- **the right media for the application**
the widest range of supplies in the industry specifically designed for different applications
- **easy-to-use**
users can get great results without special training
- **unbeatable drying capacity**
even with high volume ink usage and fast print speeds ensuring the productivity that users need
- **brilliant, lifelike colour output for best results**
for natural-looking images which are better quality than analogue photo reproduction
- **perfect for additional post-printing processing**
optimum results with lamination and mounting
- **top of the class in quality**
the highest quality offered in the industry
- **excellent availability**
so you can always meet your deadlines

complete

superior print quality

For the best possible results across the entire range of indoor and outdoor printing applications, you can count on HP designjet large format printing material and ink supplies.

HP supplies will unleash the full capabilities of your HP designjet printer, giving you the most extensive colour gamut, superior colour accuracy, the best print quality and the most durable prints.

consistent, trouble-free operation

When you've got a deadline to meet, the last thing you need is for your output to be less than perfect or, worse yet, your printer to fail. HP designjet printers, printing material and ink supplies are tested extensively to ensure outstanding reliability across a wide range of conditions and therefore provide trouble-free operation.

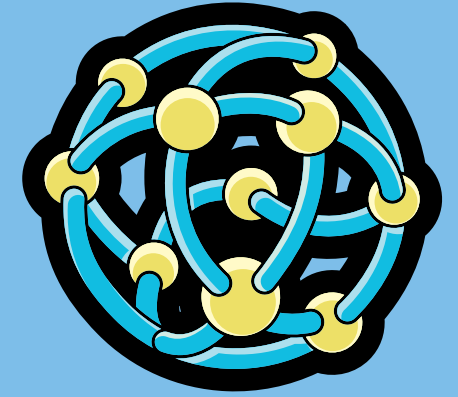
All HP designjet printers, printing material and ink supplies are exceptionally consistent, roll to roll, cartridge to cartridge. You'll get fantastic results every time without printer jams or ink overload, which means you'll save on both time and materials.

excellent value for money

Exceptional product reliability and large-capacity cartridges, together with HP's warranty and support, deliver excellent value for money and ensure that you can concentrate on what really matters.

warranty

HP large format printing material is guaranteed against manufacturing flaws and defects and is designed to resist printer jams when used properly. If for any reason the user is unsatisfied with HP large format printing material they should contact their HP reseller.





hp designjet printing material and ink supplies

continuous innovation

At HP, we make it our business to understand your business and provide highly innovative solutions to meet your needs. Innovation is a way of life at HP, with a high percentage of our revenues reinvested in research and development. The result is a continuous stream of new products which bring exciting new features and better value to our customers.

A recent example of this is HP Productivity Printing Materials. Knowing that today's users are working to need-it-now deadlines, we came up with the solution. While designjet printing speeds have increased substantially over the past few years, the need to allow prints to dry before laminating has resulted in production bottlenecks of up to 24 hours. HP Productivity Printing Materials dry instantly, allowing immediate lamination and dramatically reducing production times. Quicker turnaround means increased customer satisfaction and lower labour costs.

environmental responsibility

HP takes its environmental responsibilities very seriously. We look at the entire life cycle of our supplies, from design and manufacture to packaging, distribution and recycling, to find ways that we can minimise the impact on the environment.

a wealth of information

We want to make it easy for our customers to choose, use and sell our products. Which is why we've developed designjet-online and connect-online.

At www.designjet-online.hp.com, you'll find everything you want to know about HP designjet printers and supplies. As well as detailed product information, there's news about the latest innovations, user success stories and frequently asked questions. There's a user forum where you can exchange hints and tips with other users and so much more.

Resellers and distributors can find additional information at www.connect-online.hp.com.

If you have any questions which aren't answered on these sites, or any feedback about our products or services, please use the contact page to send us an email. We value your feedback and look forward to hearing from you.