

A New Generation of Latex Print Technology that Raises the Bar on Performance and Expands Applications



A True Game Changer in Ink Adhesion & Scratch Resistance

Amazing Color / Glossiest Whites / Odorless / Scratch Resistant

Parallax Has Installed the First HP R2000 in North America

Parallax Digital is pleased to announce our latest addition from HP, the R2000 Plus Series Latex Hybrid Industrial Press. Its unprecedented quality and vibrant color gamut on both rigid and flexible materials, set this printer apart from all others. Durable and flexible water-based ink for high adhesion and scratch resistance, with new HP Latex Overcoat. Glossiest white on transparent and colored media with high-opacity white that resists yellowing over time. Latex ink means no unpleasant smell and no UV banding. Ideal for indoor use.



Retail

Expand into high-value applications with amazing color and the glossiest of whites. One technology gives you color uniformity across campaigns, so no more print and mount. With the durability and flexibility of HP Latex Inks lamination is made easy.



Outdoor signage

Create amazing signage with durable and flexible water-based HP Latex Inks that provide high adhesion and outstanding scratch resistance, so you can assemble and cut without chipping, and laminate with ease.



Window graphics

Set your business apart from your competition with applications that provide the glossiest whites on transparent and colored media with high-opacity white that resists yellowing over time.



Events and exhibitions

Offers brand color consistency across rigid and flexible surfaces using one printer. HP Latex Ink is ideal for indoor application due to easy assembly and scentless properties.



Decoration

Enter the highly profitable world of decoration. Achieve the glossiest of whites on new substrates like wood, aluminum, glass, ceramic, and acrylic while preserving the gloss and feel, with no smell at all.

NOW IN PRODUCTION!