

A Closer Look: Roland vs. Latex

When investing in a wide-format printer, don't pay the high price of settling for less. Roland inkjets empower your business with the productivity and profitability that latex printers just can't offer. That's why for over 20 years, more pros have chosen Roland. Take a closer look to see for yourself.

Roland VersaCMM VS-640i | VersaEXPRESS RF-640



64" printer/cutter
CMYKLcLm+Lk+Mt+W
max 289 sqft/hr.



64" printer
Dual CMYK • max 521 sqft/hr.

HP Latex 360



64" printer
CMYKLcLm + required Optimizer • Max usable speed 334 sqft/hr.
Tests show max speed of 908 sqft/hr. produces prints with inadequate drying, creating unusable prints.

COST OF INVESTMENT

Printer	Roland RF-640	Roland VS-640i	HP Latex 360
Printer	\$16,995 MSRP	\$23,995 MSRP	List price: \$26,979 Street price: \$18,995
RIP Software	INCLUDED Roland Versaworks RIP		\$4,000 for recommended Onyx RIP
Electrical Install	FREE to plug in to existing wall outlet		\$1,000 for installation of two 220V outlets
Cutter	INCLUDED contour cutter		\$7,000 for stand-alone 64" cutter
Second-year Warranty	INCLUDED 2-Year Warranty		\$2,189 for second-year warranty
Third-year Warranty	\$1,699	\$2,399	\$2,189 for third-year warranty
TOTAL	\$18,694	\$26,394	\$28,373 without cutter \$35,373 with cutter

HP Latex 360 will cost **\$9,679 more** than RF-640 and **\$8,979 more** than VS-640i

COST OF OPERATION

	Roland RF-640 and VS-640i	HP Latex 360
Ink Usage*	\$18,063 / year \$0.1623 / sqft.	\$23,708 / year \$0.2130 / sqft.
Consumables*	\$242.50 / year (Wipers, felt, captops)	\$1,440 / year (Maintenance trays)
Printheads*	\$0 / year (printheads included with warranty; replaced every 2-3 years)	\$4,320 / year (\$720 on printheads every 2 months)

HP Latex 360 will cost **\$11,162⁵⁰ more per year*** than a Roland RF-640 or VS-640i

HP Latex 360 will cost **\$33,487⁵⁰ more** in three years of ownership*

* Based on first three years, printing CMYK, 8 prints per hour, 4 hours a day, 21 days a month.

BUILD QUALITY

Durability

- Rolands are known for lasting many years, even decades. Materials are designed for heavy day-to-day industrial operation.
- 2-Year Trouble-free Warranty, which includes printhead replacement

Ease of Use

- Easy unloading and loading of material ether scrap or full roll. Features like fast media loading and on-the-fly ink cartridge replacement on the RF are just two examples of how every aspect of a Roland has been designed to ensure maximum ease of operation and reliability.

- Not designed for heavy day-to-day use over many years. Built with inferior parts, such as the print carriage railing, media levers, print carriage levers and capping station which needs to be replaced regularly.

- 1-year warranty, does not include printheads

- Media loading - a frequent task on the HP especially for print then cut graphics - is cumbersome and time consuming. Media must be loaded with a perfectly straight edge or error will occur.



VersaCAMM VS-640i | VersaEXPRESS RF-640

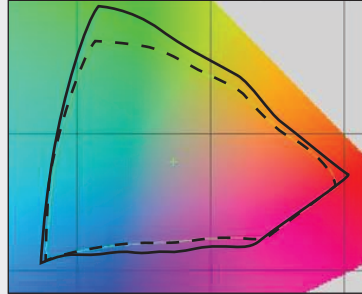
HP Latex 360

PRINT QUALITY

Color Gamut

Roland Eco-Sol MAX 2:

The color gamut for Eco-Sol MAX 2 is much wider than for HP Latex, allowing Rolands to produce a broader range of colors, including better spot color matching.



HP Latex:

A smaller color gamut than Roland Eco-Sol MAX 2 inks limits the range and vibrancy of both raster and spot colors.

Profiles

- Included Roland VersaWorks RIP software is compatible with professional stand-alone profiling tools that can be used on multiple devices to ensure color matching across platforms.
- Roland offers free ICC profiles for common materials from popular media manufacturers including 3M™, Arlon, Avery Dennison, Roland Certified Media and more.

- HP's onboard profiler is limited as a professional profiling tool and only works with the device it is attached to.
- Due to the nature of HP's thermal "Bubble Jet" technology, print heads constantly degrade, causing color shifts between jobs and inconsistency between printhead changes. Continual profile adjustments are required to keep proper linearization. These adjustments are time consuming, waste expensive material and still leave room for error.

Vibrancy

- Greenguard Gold-Certified Eco-Sol MAX inks retain the appearance of the material, achieving the desired matte, satin or glossy look.

- Appearance of Latex ink is dull and flat, even on glossy material, thus limiting the vibrancy of colors.

Variable Droplet

- Seven different ink droplet sizes allow for finer details, smoother gradations and less grainy appearance, especially in lighter colors.

- Ink droplets are all the same size, meaning that lighter areas of color appear grainy due to the separation of droplets that is necessary.

Versatility

- The VS-640i has metallic and white ink options which allow for producing a wider range of customers needs at a higher selling price, resulting in greater profits.
- The VS-640i has integrated printing and contour cutting which allow for a variety of sign and decal graphics to be produced on the same device without need for time consuming manual setup, machine downtime or additional hardware investments.
- Ability to print on heat transfer materials opens up additional applications such as short-run apparel, allowing for business which customers would otherwise go elsewhere for, and most popular industry standard materials are compatible.

- Ink options do not include metallic or white, limiting the type of customer work than can be done.
- Lack of integrated contour cutting limits the types of jobs that can be run quickly, and also requires additional investment and office space usage in order to add a separate contour cutter.
- Due to high heats, some materials are not possible such as heat transfers, and common materials must be replaced by HP-compatible alternatives, creating additional upfront cost if already stocking materials for other devices.

HP CLAIMS

"Greener solution"

Roland Eco-Sol MAX 2 inks are Greenguard Gold-Certified for low VOCs and indoor safety, the same as HP Latex inks. HP Latex inks cost more per sqft. while offering less durability and only the same certification.

"Less dry time"

Both Roland Eco-Sol MAX and HP Latex inks come off the printers dry to the touch, however latex inks do not cure until they reach the front of the printer, increasing the risk for dust particles to settle into the wet ink before that point. Latex inks also require significantly more heat to cure, affecting the room temperature and material performance.

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