

HP Latex Buzz Challenge

North America Social Calendar with
posts, captions and hashtags



3-Month HP Latex Ready-to-use Social Calendar

Month	Week 1: Latex Advantage	Week 2: Application	Week 3: Thought Leadership, HP Latex Brand	Week 4: Customer stories, solutions, services
<u>Month 1</u>	<u>Odorless Inks</u> Decorate your home with HP Latex	<u>Various applications</u> Say yes to bigger opportunities	<u>HP Latex Brand Campaign</u> Campaign Video	<u>Production Hub</u> Customer Story: Time 2 Display
<u>Month 2</u>	<u>Durability</u> Did you know? Media for application durability	<u>Canvas</u> Canvas stunning color, lasting impact	<u>Sustainability</u> HP Planet Partners	<u>Customer Success Stories</u> Trade Signs
<u>Month 3</u>	<u>Product: R530</u> R530 Product video	<u>Traffic Signage</u> HP Latex L730/L830 for Traffic Signage	<u>HP Latex Brand Campaign</u> Carousel Awareness	<u>Solutions</u> HP PrintOS Production Hub



Month 1



Month 1 | Week 1

Decorate your home with HP Latex odorless inks

Creative asset download link: [1:1](#) / [9:16](#)

Repost Link: [LinkedIn](#), [Facebook](#)

Post Copy:

🎨 Transform any space with stunning, odorless prints—from canvas and photography to fabric and even wood.

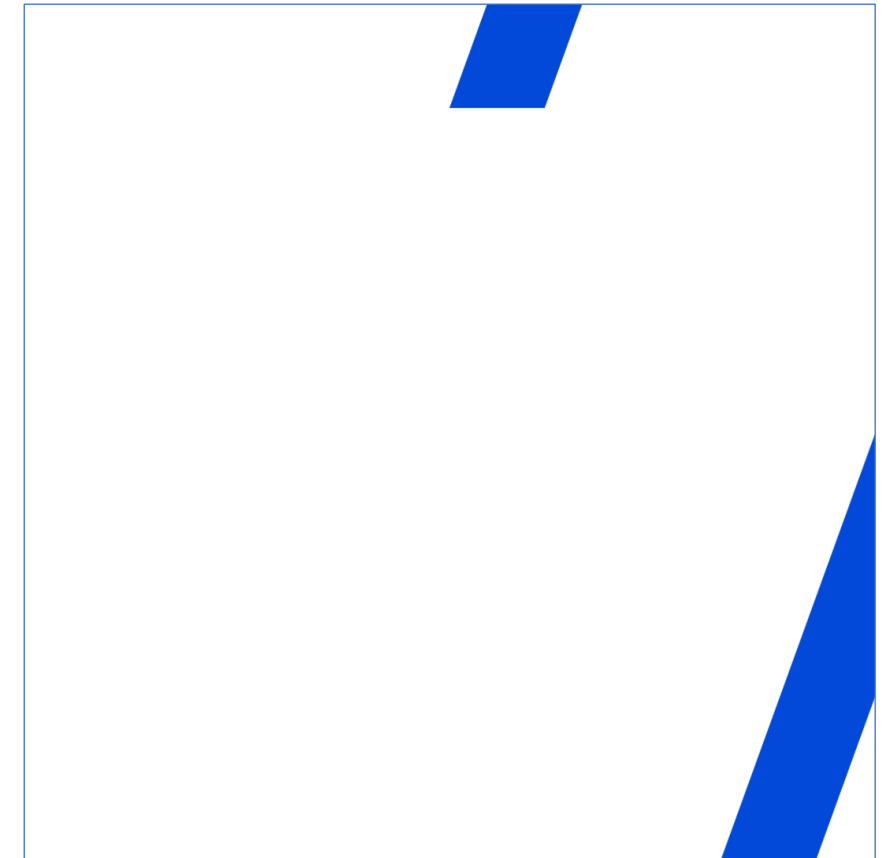
With HP Latex technology, fine art creators and print service providers can deliver exceptional quality and versatility while embracing more sustainable print practices. Produce eye-catching décor that's safe for indoor spaces, supports modern design trends, and helps you stand out in a competitive market.

🌟 Explore what's possible with sustainable fine art printing.

👉 <https://hp.com/us-en/printers/large-format/applications/fine-art.html>

[#HPLatexBuzzChallenge](#) [#FineArtPrinting](#) [#LargeFormatPrinting](#) [#SustainablePrinting](#)

Click play to run the video asset



Month 1 | Week 2

Say yes to bigger opportunities and bigger margins

Creative asset download link: [4:5](#) / [1:1](#)

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Post Copy:

Want to elevate customer profits with modern design trends? Eye-catching in-store displays, sleek retail signs, and bold vehicle wraps are game-changers. With HP Latex technology, you can deliver superior quality, durability, and versatility—all while simplifying your workflow.

Stay ahead of industry trends to offer exactly what people demand. By delivering specialised services and investing in innovative print solutions, you can:

Drive higher margins on new applications

Print more sustainably and efficiently

Stand out and stay competitive

Ready to take your print business to the next level?

Discover more about HP Latex technology and how it can transform your services

<https://largeformat.hp.com/ph-en/blog/say-yes-to-big-opportunities-and-bigger-margins>

#HPLatexBuzzChallenge #HPLatex #PrintInnovation #LargeFormatPrinting



Say yes to big opportunities
and bigger margins.



Month 1 | Week 3

HP Latex Brand Campaign Video Cut

Creative asset download link: [1:1](#) / [9:16](#)

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Post Copy:

Every click to print with HP Latex is more than just printing.

It's a bring-ideas-to-life moment.

A let's-make-this-happen moment.

A time-to-transform-this-business moment.

Because with HP Latex, every print is a moment of transformation –

A promise fulfilled.

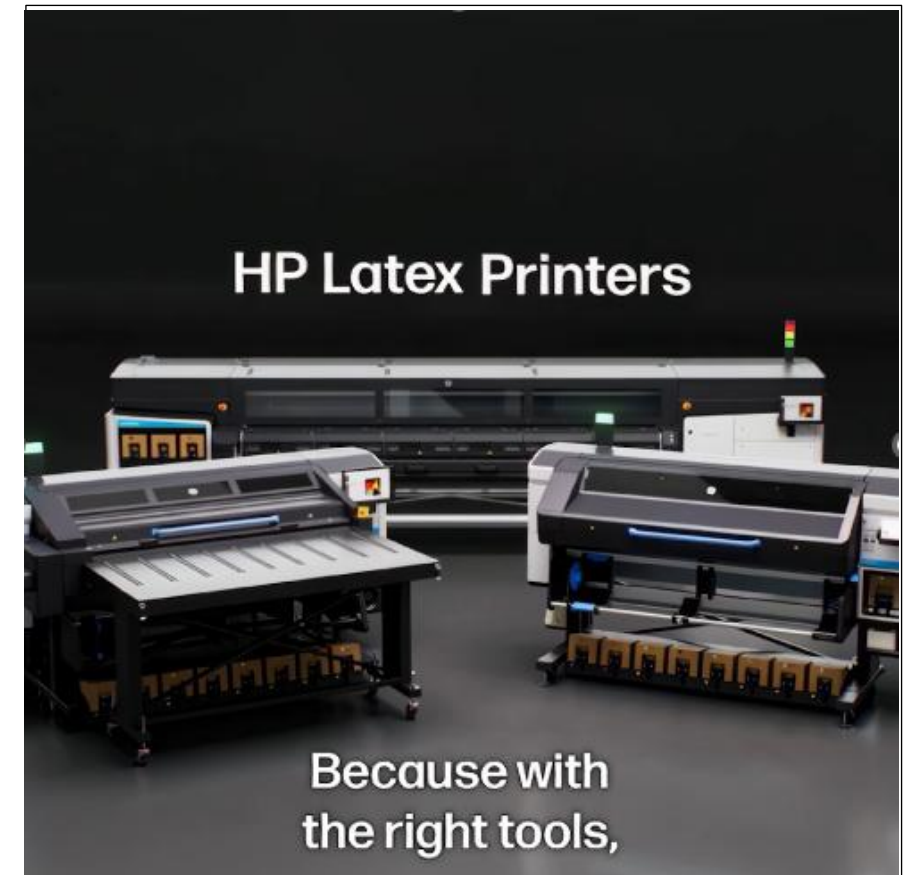
A business growth opportunity.

Watch how transformation begins:

<https://reinvent.hp.com/transformwithlatex>

[#HPLatexBuzzChallenge](#) [#HPLatex](#) [#LargeFormat](#) [#PrintTransformation](#)

Click play to run the video asset



Month 1 | Week 4



Production Hub: Time 2 Display - Customer Video

Creative asset download link: [9:16](#) / [16:9](#)

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Post Copy:

Drive smarter production with connected workflows.

Time2display is a great example of the real business impact HP PrintOS Production Hub is delivering—connecting order management, job preparation, and production into one integrated workflow.

The results speak for themselves:

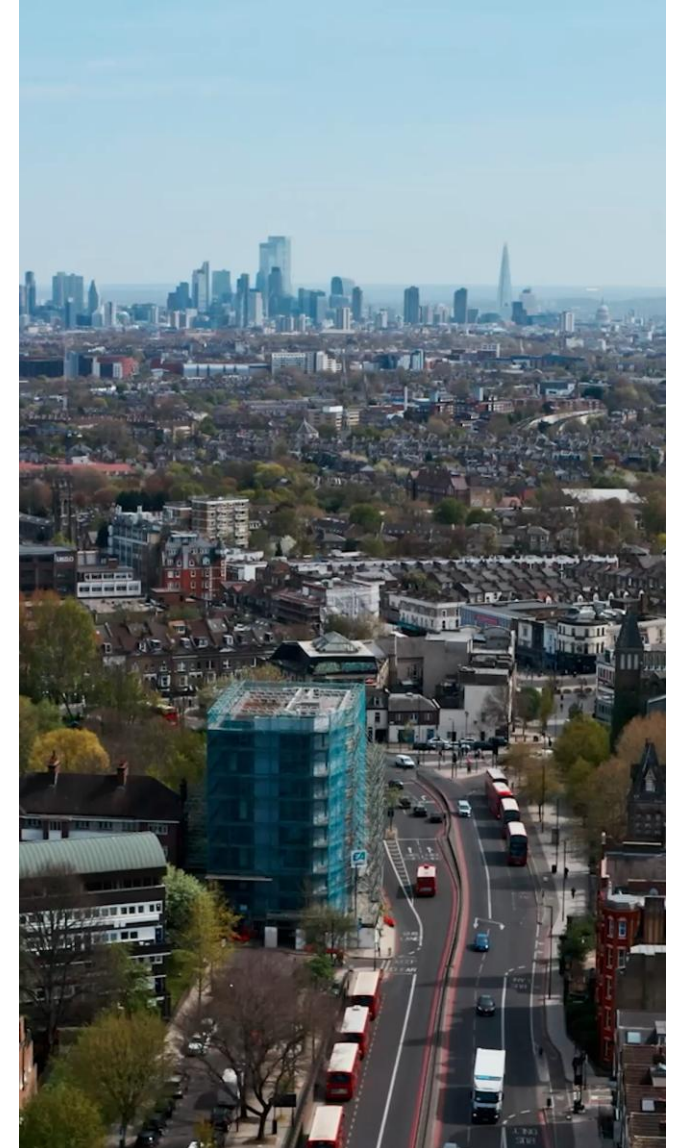
- ✓ 80% improvement in order management and customer response times
- ✓ Reduced waste and greater operational efficiency
- ✓ Faster, more accurate reporting

Now, tasks that once took hours can be done in seconds—unlocking greater agility and control across production.

👉 Watch the full video:

<https://www.youtube.com/watch?v=7TwAsAkJalw>

[#HPLatexBuzzChallenge](#) [#HPGraphicArts](#) [#PrintOS](#) [#ProductionHub](#) [#WorkflowAutomation](#)
[#LargeFormat](#) [#DigitalTransformation](#)





Month 2

Month 2 | Week 1

Sustainability Did you know? Media & Carbon

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Post Copy:

Did you know your media choice can lower the material impact of your print jobs?

Media is one of the largest contributors to total material use – it's not just what you print on, but how long it needs to last and where it will live.

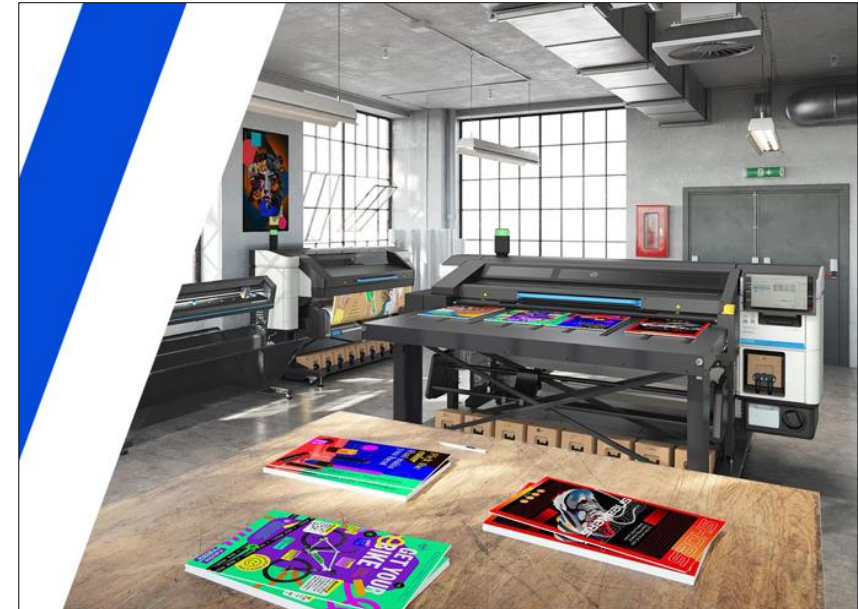
Choosing the right media for each application can help:

- ✓ Avoid over-engineered materials
- ✓ Reduce unnecessary lamination or layers
- ✓ Minimise waste from premature disposal
- ✓ Match durability to actual use – from days to months

With HP Latex technology and a wide range of alternative substrates, it's easier than ever to right-size media decisions across your print operations.

Explore your best media options → <https://www.printos.com/start/#/signin>

[#HPLatexBuzzChallenge](#) [#SustainablePrinting](#) [#PrintSustainability](#) [#SmartMediaChoices](#)
[#HPPrint](#)



**Your media choice matters.
Make it fit the job.**

Reduce waste by choosing media
aligned to real application durability.

Month 2 | Week 2

Canvas animated social post

Creative asset download link: [4:5](#) / [1:1](#)

Repost Link: [LinkedIn](#), [Facebook](#),

Post Copy:

Canvas prints continue to be one of the most in-demand décor applications—and expectations for quality have never been higher.

From fine art and photography to personalized décor, HP Large Format printers help you deliver vibrant colors, smooth gradients, and long-lasting results on canvas. With technologies designed to stretch and fold without cracking and odorless prints ready for indoor display, you can expand your canvas offering with confidence and efficiency.

Discover how to bring your canvas applications to life with HP 🖨️

<https://www.hp.com/gb-en/printers/large-format/applications/canvas.html>

[#HPLatexBuzzChallenge](#) [#HPGraphics](#) [#LargeFormatPrinting](#) [#CanvasPrinting](#)
[#PrintApplications](#) [#FineArtPrinting](#) [#PrintedDécor](#)



**Premium Canvas.
Stunning Color.
Lasting Impact.**

Month 2 | Week 3

Sustainability_Planet Partners



Creative asset download link: [1:1](#) / [9:16](#)

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Post Copy:

Don't let your waste go to waste.

Recycle your HP products and printing supplies correctly with HP Planet Partners.

Available in more than 60 countries, it is our repurpose and recycle program for HP end-of-life equipment and printing supplies.

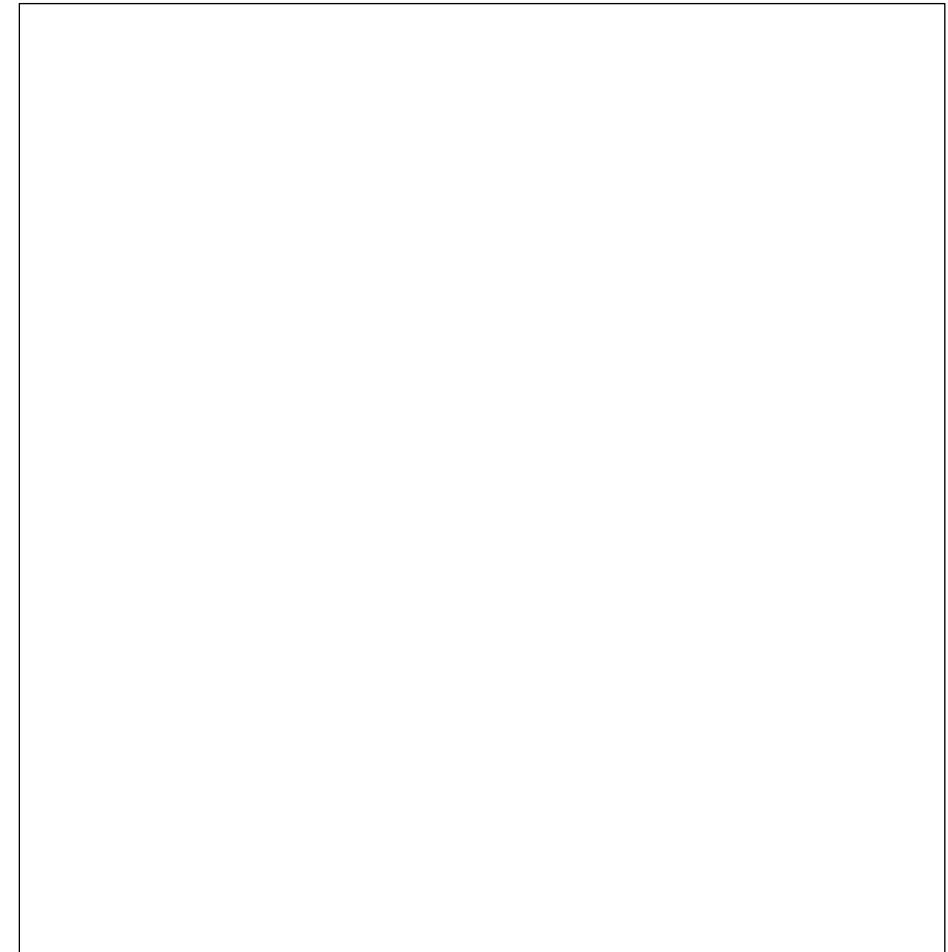
Reach your sustainability goals faster.

Start recycling at <https://www.hp.com/recycle>

[#HPLatexBuzzChallenge](#)[#HPPlanetPartners](#)[#Sustainability](#)[#Recycle](#)[#Repurpose](#)
[#EWaste](#)[#SustainablePrinting](#)

Footnote:

(1) Program availability varies. For details, see [hp.com/hprecycle](https://www.hp.com/hprecycle).



Month 2 | Week 4

Customer Success Story: Trade Signs UK HP Latex 830W & Latex R530

Creative asset download link: [9:16 / 16:9](#)

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Post Copy:

Trade Signs UK is scaling its production capacity and delivering even better colour accuracy after installing the HP Latex R530 and HP Latex 830W printers.

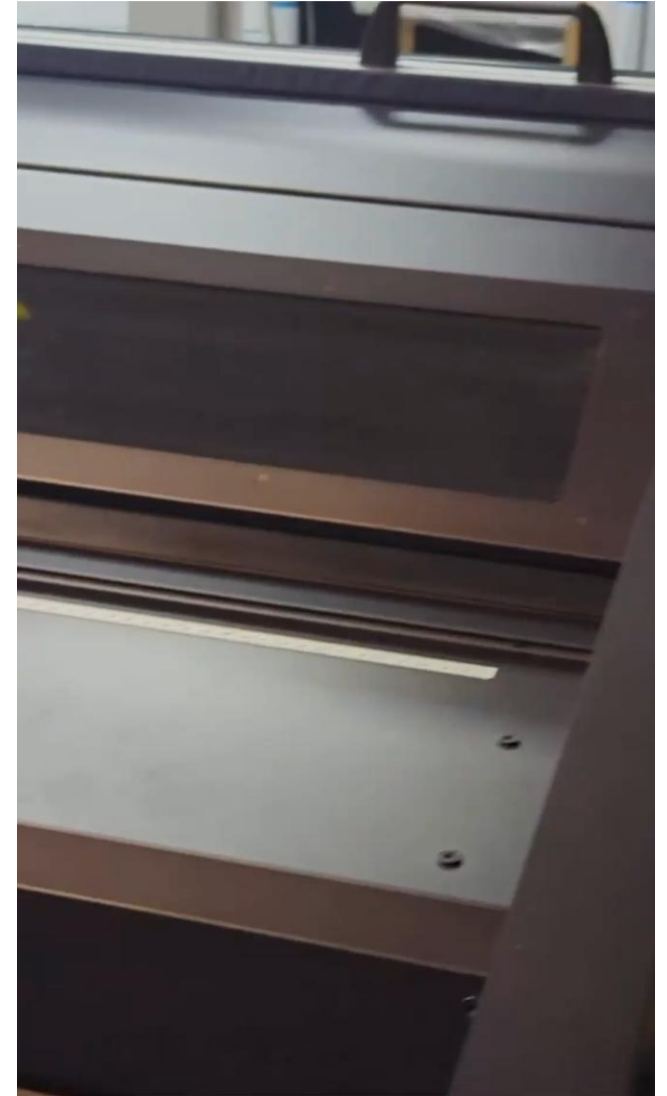
With these investments, the team has:

- Doubled production capacity thanks to faster turnaround times and hybrid printing flexibility.
- Achieved exceptional colour consistency, supported by HP Pixel Control and the embedded spectrophotometer.
- Improved workflow efficiency with HP PrintOS, enabling remote monitoring and even overnight production.
- Strengthened their sustainability credentials using water-based HP Latex inks with negligible VOCs.

👉 Watch the full video:

<https://www.youtube.com/watch?v=pw3tRh3GCHU>

[#HPLatexBuzzChallenge](#) [#HPLatex](#) [#LargeFormatPrinting](#) [#PrintInnovation](#) [#hplatexcustomerbuzz](#)





Month 3



Month 3 | Week 1

HP Latex R530 Printer – Campaign Video

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Post Copy:

Transform your production and grow more profitably with the new HP Latex R530 Printer. Game changing versatility with the only compact all-in-one Latex rigid and flexible Latex printer¹, that enables you to print easily more applications with consistent quality across materials and lead the way with certified HP Latex Inks.

Learn more: <https://www.hp.com/latex-r530>

[#HPLatexBuzzChallenge](#) [#HPLatexR530](#) [#AllInOnePrinting](#)
[#CompactHybridPrinter](#) [#PrecisionPrinting](#) [#HPLatexInks](#)

1. HP Latex R530 Printer requires less operational space than any conventional 4x8 ft flatbed printer, which typically occupies over 28 sqm. This allows for better space efficiency in customer facilities.

[Click play to run the video asset](#)



Month 3 | Week 2



HP Latex Applications: Traffic Signage

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Repost Link: [Linkedin](#), [Facebook](#),

Post Copy:

Invest in new growth potential.

From indoor/outdoor banners and backlit graphics to vehicle and window graphics, labels & stickers, and more—HP Latex helps you expand your signage & display offering with versatile large-format applications.

👉 Explore signage & display applications:

Signage and display applications:

<https://www.hp.com/us-en/printers/large-format/applications/signage.html>

[#HPLatexBuzzChallenge](#) [#HPLatex](#) [#HPGraphicArts](#) [#LargeFormatPrinting](#)
[#SignageAndDisplay](#) [#PrintApplications](#)



Invest in new **growth** potential

Expand into traffic
signage printing with
HP Latex 730/830



The image shows an HP Latex 730/830 large-format printer in a black and white design. It is printing three yellow traffic signs on a roll of material. The signs are: a 'DETOUR' sign with a bicycle icon and an arrow pointing right, a 'ROAD CLOSED AHEAD' sign, and a 'ROAD WORK AHEAD' sign. The printer is mounted on a stand with multiple legs. The HP logo is visible in the bottom left corner of the advertisement frame.

Month 3 | Week 3



HP Latex Brand Campaign – Carousel Awareness

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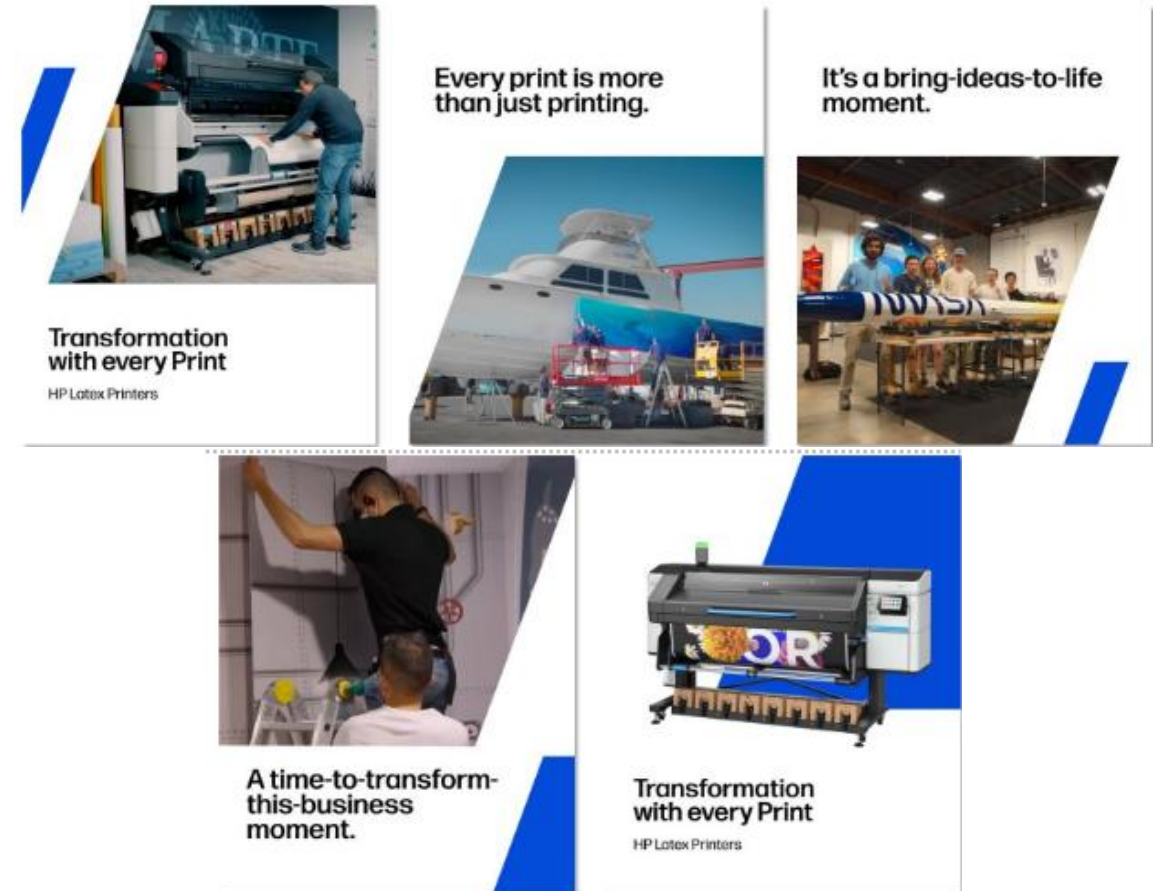
Post Copy:

A promise fulfilled with every print: spaces transformed, brands elevated, and businesses propelled forward. Technology and creativity unite to help you make every project a step toward growth, with HP Latex at your side.

Learn more:

<https://reinvent.hp.com/transformwithlatex-US-EN>

[#HPLatexBuzzChallenge](#) [#HPLatex](#) [#PrintTransformation](#)
[#LargeFormat](#)



Month 3 | Week 4

HP PrintOS Production Hub

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Repost Link: [LinkedIn](#), [Facebook](#),

Post Copy:

When you're managing multiple jobs, applications, and printers, you need one easy-to-use tool that

streamlines production from start to finish. Introducing HP PrintOS Production Hub¹—the world's only

large-format software that seamlessly combines order management and remote production control².

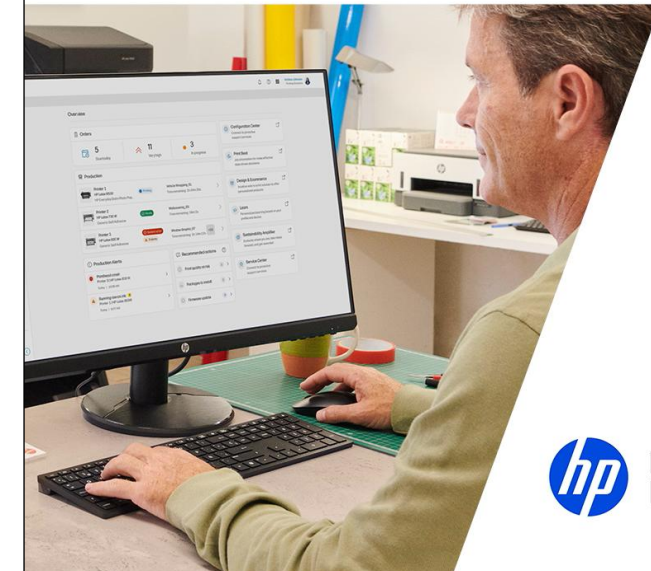
Simplify your workflow today!

Discover how: <https://www.hp.com/us-en/printers/large-format/printos.html>

[#HPLatexBuzzChallenge](#) [#HPPrintOS](#) [#PrintingSimplified](#) [#ProductionEfficiency](#)
[#Innovation](#)

- 1 For HP's large-format printers, HP PrintOS Production Hub is compatible with HP Latex printers and the HP Stitch Printer series. Check the complete list of compatible models in <https://www.hp.com/go/printos>. HP PrintOS Production Hub premium features are only accessible when purchasing an HP Professional Print Service Plus Plan. Remote control actions are enabled by HP PrintOS SyncEdge.
- 2 Based on a competitive comparison of HP PrintOS Production Hub and comparable competitive software solutions from the main large format vendors that compete with HP products commissioned by HP and performed by Sogeti. HP PrintOS Production Hub enables the PSP to remotely control the printer queue and manage the order intake all in one single platform, unlike any others.

One Platform. Simplified Production Control.



**Print OS
Production Hub**

Social Media Posting Best Practices

- Stay consistent with **at least one post per week** to maintain presence, build familiarity, and keep momentum in the feed.
- When creating your own content, focus on authenticity—use real visuals from the field, installations, and customer environments rather than stock imagery.
- Post during peak B2B engagement windows (Tuesday – Thursday, ideally 9:00 – 10:30 AM) to maximize visibility and reach.
- Stay active in the conversation by responding to comments and engaging with industry content to extend reach and relevance.

