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DESIGNSUPPLY
supporting creativity

HP large format printing solutions

for decorative applications

Drive new growth and profit for your business in the rapidly expanding interior decoration market

Use this guide to take a closer look at how HP large format printing solutions for decorative applications are helping transform the industry and helping you find new growth and opportunity for your business.

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The world of decoration is being transformed by HP

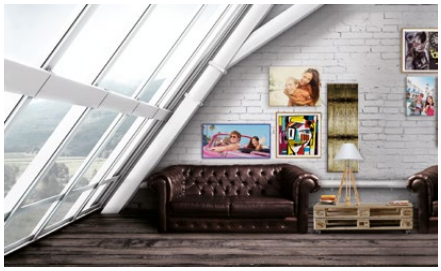
Take a look at the world of interior decoration, and you'll see explosive growth driven by new capabilities brought by digital printing technologies. At first, HP DesignJet large format printing made it possible to print posters and canvas as the industry started taking off. Now, with the unique advantages of HP Latex Printing—from enabling tremendous creative potential enabled by broad substrate choice and designs to same-day delivery of odorless indoor prints—the industry is in the midst of a complete transformation.

Today, decorative design can touch virtually everything, and everyone. When you can digitize, mass customize, even individualize, you have powerful tools to differentiate your business. HP's portfolio of technologies and solutions are designed to help you take full advantage of the interior decoration opportunity. The versatility and flexibility of HP Latex solutions address traditional markets like wallcoverings as well as trendy new applications like window blinds, decorative textiles, or lampshades. When image quality is art, HP DesignJet solutions provide unrivaled image quality[4] from fine art reproduction to professional photography. HP Scitex solutions are ideal for rigid and exotic applications.

HP digital printing technologies, our comprehensive solutions delivered together with industry-leading partners, and exciting customer successes in the art of interior decoration around the globe—we've got what it takes to help you gain access to new markets, differentiate yourself in a constantly changing world, and open up new revenue opportunities for your business.

Play among a world of applications

The interior decoration market extends from the traditional to the trendy. Designed for each application, HP solutions cover the entire range. HP Latex Technology provides innovation—from versatility to flexibility and durability—that is helping drive the transformation of the industry. Complemented by the image quality of HP DesignJet solutions ideally suited to fine art reproduction and professional photography, and HP Scitex solutions ideal for rigid and exotic applications. Choose your application—and choose among HP solutions—as you explore the exciting world of decorative applications.



Wallcoverings and photo murals

Capitalize on growing demand

Complement and expand your current photo offering—and capture a new profit pool—with high-margin, customized wallcoverings and photo wall murals.

HP Latex printers:

- HP offers an easy-to-deploy solution that covers the entire workflow, from design to finishing, including cloud-based design and print-ready file preparation, with the HP WallArt Solution[2]
- Provide reassurance with HP Latex Inks and prints in accordance with best-in-class indoor air quality certifications[5]

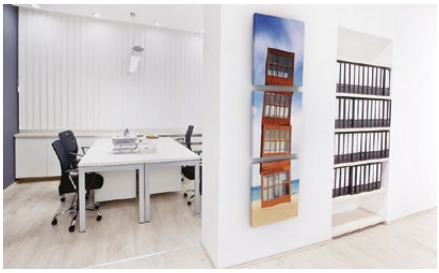
Canvases for decoration

Help grow your business

From gallery-wrap stretched canvas to wide—format canvases up to 3.2 m (10.5 ft)—including mounted and textured canvases and rounded canvases—expand into a wide range of canvas applications that can yield higher margins.

HP Latex printers:

- HP and our market-leading partners provide the complete canvas printing solution from design to finishing, including multi-panel design with the HP WallArt Solution[2]
- Stretch and fold without cracking, and eliminate the need for lamination



Wall decals

Professional photography and fine art

Fine art and decoration

Achieve a new level of efficiency

From stickers, labels, and wall decals to window graphics and vehicle stickers, produce detailed, durable images that make a bold impression when viewed up close and personal.

HP Latex printers:[6]

• Deliver same day—eliminate dry time, avoid the need for lamination, run multiple jobs at once

• Print first, then cut with a dual-device solution—it's about 50% faster compared to a multi- function print-and-cut device[7]

Exhibit the fine art of printing

Produce dazzling professional photography and fine art reproductions. Long lifespan and fade resistance keep prints in top viewing condition on a range of printing materials from canvas to fine art photo papers.

HP DesignJet Z-series printers:

• Up to 12 Original HP Vivid Photo and HP Photo Inks deliver gallery-quality black and-white and color prints[8]

• Wide color gamut with 95% PANTONE® coverage enabled by HP chromatic red ink[8]

• High-impact, durable prints that last up to 200 years[9]

Fast turnarounds on rigid and flexible[10] applications

Print an endless range of high-value applications such as doors, mirrors, window graphics, stunning textured foam board pictures, or even eye-catching metallized[11] wallcoverings.

HP Scitex FB550/FB750 Industrial Printers:

• Print directly on virtually any rigid material from foam boards and acrylic to polycarbonate, PET, and aluminum

• Show clients what's possible with white ink,[11] matte/gloss, and full bleeds

• Print on extremely thick materials—up to 6.4 cm (2.5 inches)—and create unique applications such as doors

“There is an amazing difference between the prints on the HP DesignJet photo printers for this exhibition and the same photos printed in the past on the Lambda at my old photo lab. These prints have more intense colors, a greater depth, and capture more detail from the photo than ever before.”

– Franck Vogel, photo-journalist, Paris, France

Over 50,000 visitors enjoy the exhibition ‘Bishnois Ecologists since the 15th Century’ created on HP DesignJet photo printers

FRANCKVOGEL
PHOTOJOURNALIST

At a glance

Industry: Professional Photography and Graphic Design
Business name: Franck Vogel
Headquarters: Paris, France
Website: franckvogel.com

Challenge

Create durable, fine art quality photographic prints for the ‘Bishnois Ecologists since the 15th Century’ exhibition.

Solution

Produce prints on a range of HP large format printers, and on a variety of media. Color photographs on the 12-ink HP DesignJet Z3200 Photo Printer. Black-and-white photographs on the 8-ink HP DesignJet Z6200 Photo Production Printer.

Exhibition-quality fine art prints printed on HP instant-dry satin photo papers. Limited edition fine art prints created on Hahnemühle FineArt Baryta 325 using HP DesignJet photo printers.

Results

Brighter reds, more faithful colors, plus greater depth and detail captured in black-and-white photos—as well as photo durability—exceeding the quality of previous traditional Lambda process.

Faithful and consistent replication of exhibition prints anywhere in the world using the HP DesignJet photo printer multiplies exhibition opportunities.

Digital is driving growth in decoration

Everything about the interior decoration business is in transformation driven by digital printing technology that can help you get new, creative, and fashionable designs out into a constantly shifting market. By replacing your analog equipment, or using digital printing as a complement, you can position yourself in the forefront of the market—and offer your customers new value. When you print digitally, you can take the worry out of predicting what will sell, help cut stock and warehousing costs, and help reduce waste and complexity.

HP digital printing technologies enable innovation[8]

Color

Take the pain out of the final decision on color and set the trend with more choices:
• Choose from multiple colors—you're no longer constrained by a limited number of colors
• Amaze your customers with smooth, wide color gradients
• Boost colors—use digital printing to achieve special effects on prints produced with your analog equipment
• Automatic color preparation makes it easy to reproduce colors and collections

Design

The only limit is your imagination:
• Develop high-end, luxury collections
• Free yourself from the limitations of repeat patterns
• Design, photographic images, artwork—even vintage—this is creative freedom

Media choice

Use unique substrates to differentiate your offering:
• Embossed, textured, metallic coated media—specialty media can become your specialty
• You're no longer limited to traditional industry widths

One to many

Digital printing makes it easy to produce high-margin, individual interior decoration:
• Customize—and create a perfect match—with other interior elements
• Design a single, exclusive wall—a true work of art
• Create individualized decoration—capture the trend
• Mass customize for high-value markets like hospitality

Innovation

From design and production to collaboration and marketing, HP is changing this market with the HP WallArt Solution:[2]
• Create customized wall decoration with a solution that can completely change the way you do business
• More than a design tool, it's a cloud-based business development tool

HP Latex Technology—driving growth for your business

Today's commercial and residential spaces are full of exciting design and customized interior decoration is in demand. HP Latex Technology is ideally suited to the task, with unique benefits for your business, whether you're a wallcovering manufacturer looking to differentiate with high-end, luxury collections, a print service provider looking to expand into new high-margin applications like customized projects or canvas, a designer looking to create an advantage with shorter design-to-manufacturing time, or an interior decorator with a vision for creating experiences through spaces.

Be unstoppable and expand your business

Create new opportunities for your business and change the way you serve your customers with HP Latex Technology. You can obtain high quality at production speeds—helping you deliver same day—at no extra cost compared to solvent printing technology. And you get versatility and impressive finished results across a wide variety of media designed for decorative applications. Produce odorless prints—and reach sensitive indoor environments that solvent can't—with water-based HP Latex Inks.

HP Latex printing is healthier printing[1]

- UL ECOLOGO® Certified HP Latex Inks meet a range of stringent human health criteria[5]
- UL GREENGUARD GOLD Certified HP Latex Inks are certified to standards for low chemical emissions into indoor air[5]
- HP Latex Inks are non-flammable, non-combustible[12] and nickel free[13]
- No special ventilation is required[14] and HP Latex Inks have no hazard warning labels or HAPs[15]
- HP Latex 300 series printers are ENERGY STAR certified, have no special power requirements, and are EPEAT registered[16]
- Reach new indoor display environments like hospitality, healthcare—odorless prints go where solvent and UV can't

ECOLOGO

PRODUCT CERTIFIED FOR REDUCED ENVIRONMENTAL IMPACT. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/EL UL 2801

GREENGUARD GOLD

PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS. VIEW SPECIFIC ATTRIBUTES EVALUATED: UL.COM/GG UL 2818

ENERGY STAR

epeat BRONZE

“The decorations printed with HP Latex Inks and installed with minimal disruption to services, have allowed us to create unique, attractive designs that the kids love and that are compatible with our sensitive environment.”

– Lola Crevillén, head of Hospital Services and Facilities, Sant Joan de Déu-Barcelona Children’s Hospital

Young patients enjoy a space voyage with diagnostic machines and changing rooms decorated using HP Latex Printing Technologies

Sant Joan de Déu
BARCELONA CHILDREN’S HOSPITAL

At a glance

Industry: Sign and Display
Business name: Sant Joan de Déu-Barcelona Children’s Hospital
Headquarters: Barcelona, Spain
Website: hsjdbcn.org

Business name: Demibold
Headquarters: Barcelona, Spain
Website: demibold.es

Business name: Printzone
Headquarters: Barcelona, Spain
Website: pecomunicacio.com

Challenge

Improve the hospital experience for children and their families by creating colorful themed interiors using materials with positive environmental credentials and certifications for sensitive environments.

Solution

HP Latex Printing Technologies offer high-quality printing and odorless prints for sensitive indoor applications.
HP Latex Inks are UL ECOLOGO® and UL GREENGUARD GOLD Certified.[5]

Results

Attractive printed decorations recreate a space voyage experience for rooms and machines in the Diagnostic Imaging department.
UL GREENGUARD GOLD Certified[5] HP Latex Inks offer peace of mind in sensitive indoor locations.

Choose a turnkey solution, or choose among modular components

Whether you're looking for an efficient, low-volume solution or production-volume capability, the HP solution is a complete offering, with our market-leading partners bringing key components optimized for HP printing technologies.

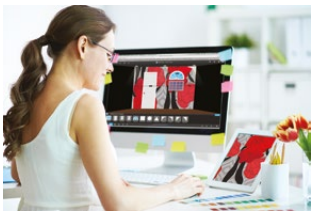
Choose a turnkey solution—or choose among the modular components—for wallcoverings or canvas. Reinvent your proofing capability. Or redesign your print-and-cut capability with the dual-device HP Latex printing solution for print and cut.

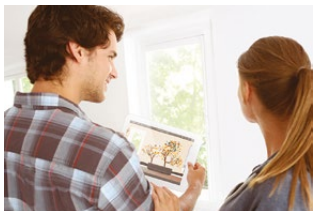
The HP Latex printing solution for wall decoration

Start bringing in new revenue

Digital wall decoration is your opportunity to capture a new profit pool. Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.

Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.





Professional content source

Easy access to professional content directly from the HP WallArt Solution[2]

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it's easy to buy content directly from the HP WallArt Solution[2]

Advanced graphic design

Advanced graphic design and file preparation to print

- Enhance job creation, improve color management, and increase efficiency with design tools from a market-leading partner, AVA
- Reach completion in record time—reduce the complexity of working with repeat patterns

Customized wall layout

Simple, efficient, and collaborative solution for creating customized wall decoration

- Boost your wall decoration opportunity with the easy-to-use, cloud-based HP WallArt Solution[2]
- HP WallArt simplifies the entire process from image selection and wall layout to print and installation[2]
- HP WallArt is free[2]

Onsite, realistic preview

See just how the final project will look, on your tablet[17]

- Live the design before making the final decision—using the HP WallArt tablet app,[17] your customers can design onsite, using pictures of the actual wall
- Take a picture of the actual wall and see a realistic preview of the finished design
- The HP WallArt tablet app[17] is free[2]

File ripping

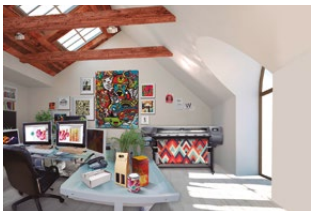
AVA RIP, integrated into your workflow

- Get more color control, help accelerate ripping time, and gain integrated workflow efficiencies from a market-leading partner, AVA
- From file preparation to printing, AVA design software enables a seamless workflow

Media compatibility

Offer exciting new applications with a broad media range

- Choose from a wide range of compatible substrates from industry-leading media providers
- Broad choice among coated or uncoated, vinyl, paper, PVC-free wallpaper,[18] canvas, and many more
- Differentiate your products—print on a wide range of specialty substrates including deep embossed, textured, or metallic coated media
- Choose among HP large format printing materials and a wide range of media Certified for HP Latex Inks[3] and save ramp-up time associated with testing media yourself—find your media solution at: hp.com/go/mediasolutionslocator



Proofing and short runs

Print proofs directly on the production substrate—and make the decision on final colors much easier

- With the HP Latex 300 Printer series using HP Latex Technology, you can print proofs or samples directly on your own production media for more realistic samples
- Using HP Latex Technology, you can eliminate color issues with proofing on graphics paper

24/7 production

High-volume, 24/7 production printing—on demand

- Gain industrial speed and efficiency with the HP Latex 850 and HP Latex 3000 Printer series, using HP Latex Printing Technologies
- Eliminate concerns about odor—prints are odorless, even immediately after printing
- Achieve true-to-life results with a wide color gamut and vivid colors up to 1200 dpi
- Reduce running costs—print unattended overnight runs at true production speed

Automatic panel cutting

Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with automatic, accurate panel cutting from a market leader, Fotoba International
- The XLD170 WP model is a proven automatic cutting device designed for wallcovering panels

Automatic winding system

Automatically rolled wallcoverings

- Deliver wallcovering rolls while reducing labor costs and increasing efficiencies with the automatic winding system from a market leader, Fotoba International
- Get final rolls, ready to be packed, directly from the cutting device

Wallcovering certifications

Demonstrate compliance with international wallcovering industry standards

- Deliver your wallcoverings with confidence—prints produced with HP Latex Inks meet many international wallcovering industry standards
- HP Latex prints meet the EN233 standard for washability and colorfastness[19]
- HP Latex prints meet the Euro class standard Class B4 for flame retardant[19]
- HP Latex prints carry the CE Mark[19]
- HP Latex Inks are Type II (ASTM F793) compliant for durability characteristics[19]—prints produced with HP Latex Inks on specified media

Environmental & health certifications

Provide reassurance

- HP Latex Ink prints meet a range of stringent human health criteria
- HP Latex Inks have achieved UL ECOLOGO® and UL GREENGUARD GOLD Certification[5]
- Create wallcoverings that meet AgBB criteria and are rated A+ per Émissions dans l'air intérieur[20]
- UL GREENGUARD GOLD Certified[5] prints on FSC®-certified paper can help building owners obtain LEED credits[21]
- HP PVC-free Wall Paper is FSC® certified[22]—for more information on HP media, visit HPLFMedia.com
- Eco Mark Certified HP 831 Latex Ink Cartridges demonstrate reduced environmental impacts as compared to similar products[23]

For more information on HP large format printing materials, visit HPLFMedia.com.

A new economic equation can enable higher margins for wallcovering manufacturers

HP Latex digital printing can help you turn opportunity into profit. For example, the HP Latex 3000 Printer series adds up to a whole new way of doing business:

HP Latex 3000 Printer series

No stock

No waste

No set-up cost

In the final analysis, the economics of HP Latex digital printing for wallcoverings are compelling:

- Produce one roll, 1000 rolls, or even more, on demand—the choice is no longer about high inventory costs and huge warehouses
- Now you can eliminate very high set-up costs and you can make a profit from the first printed roll
- You can change the reality of so much wasted media and ink—digital printing produces virtually zero waste
- Run a collection in days, not months—immediacy from design to production to sales can translate into less risk and more collections per year

Our solution partners for the HP digital printing solution for wall decoration

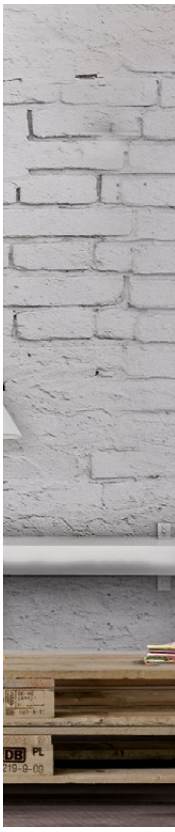
avacadcam.com

fotoba.com

fotolia.com

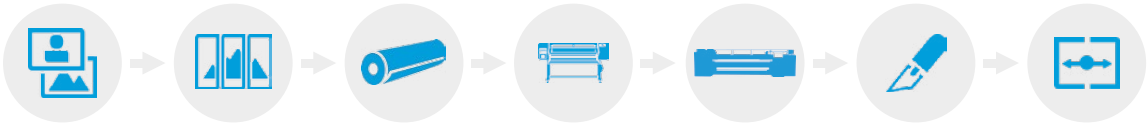
patterndesigns.com

The HP Latex printing solution for canvas



Help grow your business

Today's consumers want unique, personalized items. High-quality digital imagery is easy to access. And it's easy to explore and purchase online. Use the advantages of HP Latex Technology to help you capture new profit pools with canvas applications. Across the workflow, HP and our partners bring you innovative tools and solutions to gain new business and production efficiencies.



Note: Compatibility with recommended finishing equipment may vary for media Certified for HP Latex Inks. Please refer to the partner for more information related to performance and media compatibility.

Professional content source

Easy access to professional content directly from the HP WallArt Solution[2]

- Find inspiration among a wide variety of images, patterns, and designs with easy access to artwork from market-leading partners like Fotolia or Pattern Designs
- Preview the finished design before committing to purchasing the content
- Reduce steps—it's easy to buy content directly from the HP WallArt Solution[2]

File preparation

The HP WallArt Solution[2] enables greater efficiencies

- Save time with automatic file preparation for gallery-wrap canvases
- Stretch marks make it easy to align your canvas print with the stretching bars
- This solution automatically takes care of canvas file preparation for generation of multi-panel prints

Media compatibility

Offer exciting new applications with a broad media range

- Provide more choice among a wide range of media designed for canvas printing including cotton and polyester fabrics, gesso coated canvases, and inkjet coated canvases
- HP offers several canvas materials specifically designed for HP Latex printers including HP Everyday Satin Canvas and HP Premium Satin Canvas (see HPLFMedia.com)
- Easily find canvas substrates certified as compatible with HP Latex Inks from a wide range of recognized media suppliers worldwide; find finished color profiles and printer settings at hp.com/go/mediasolutionslocator
- To reduce the challenges associated with using new substrates, an independent testing agency tests canvas compatibility with HP Latex Inks and HP Latex printers for certified canvas with the Media Certification Program for HP Latex Inks[3]

Low-volume canvas printing

From one unique canvas job to another—deliver versatile printing capabilities

- Take advantage of affordable, easy-to-use HP Latex 300 series printers, ideal for sign shops, copy shops, or print service providers

Mid/high-volume canvas printing

Gain industrial speed and efficiency with the HP Latex 850 Printer and HP Latex 3000 Printer series

- Reduce running costs—print unattended overnight runs at true production speed
- Move straight from production to cutting and stretching—no dry time required

Automatic cutting

Help reduce bottlenecks and create workflow efficiencies

- Improve your workflow with accurate, automatic cutting of prints with help from market leaders, Fotoba International and ESKO
- To save you time, the HP WallArt Solution[2] automatically places Fotoba cut marks
- Prepare your canvases for the stretching process with an automatic X and Y cut
- Cut in different sizes with a Kongsberg ESKO cutting table

Automatic stretching

Start with manual stretching and move to automatic stretching when you need high productivity

- Boost productivity with pre-assembled stretcher bars and automatic stretcher machines like the fastFrame 1000 Canvas production machine from Imaging Solutions AG
- Use automatic stretching when producing same-sized canvases in high volumes

Our solution partners for the HP Latex printing solution for canvas

fotoba.com

fotolia.com

patterndesigns.com

imagingsolutions.ch

esko.com

The dual-device HP Latex printing solution for print and cut

Win on same-day delivery with a new level of efficiency

The dual-device HP Latex printing solution for print and cut enables you to make one investment, yielding many returns:

- Deliver same day—eliminate dry time, avoid the need for lamination, run multiple jobs at once
- Print first, then cut with a dual-device solution—it's about 50% faster compared to a multifunction print-and-cut device[7]
- Gain versatility—produce high-resolution image quality with fine detail ideal for a range of print-and-cut applications
- Choose the ideal combination of software, 54- or 64-inch HP Latex 300 series printer, and professional cutter to suit your space, and your business needs

HP and our partners bring you the advantages of a dual-device solution featuring professional printing and cutting capabilities.

File preparation

The HP WallArt Solution[2] enables greater efficiencies:

- Save time with automatic file preparation for wall decals[26]

File ripping

Select from worldwide market leaders, partnering with HP to offer the most robust production print-and-cut workflow solutions for the HP Latex 300 Printer series:

- SAI FlexiPrint HP Premium edition
- ONYX Thrive and PosterShop
- Caldera GrandRIP

Low-volume production printing

The HP Latex 300 Printer series, using HP Latex Technology, redefines print-and-cut speed and efficiency:

- Produce sharp, consistent, repeatable image quality with high-efficiency curing, 6 colors, and 1200 npi
- Increase production time and reduce time monitoring the printer—automatic, reliable, low-maintenance printing
- Enjoy healthier printing with HP Latex[1]—no special ventilation required,[14] no hazard warning labels or HAPs[15]

Automatic cutting

HP has selected the world's leading cutting partners, Summa and Graphtec, to drive print-and-cut applications to a new level of quality with a more efficient and versatile solution:

- The SummaCut D140 and D160 cutters
- The Graphtec FC8600 130 and 160 professional models

Our solution partners for the dual-device HP Latex printing solution for print and cut

ThinkSAi.com

onyxgfx.com

caldera.com

summausa.com / summa.eu

graphteccorp.com / graphtecamerica.com

HP digital printing solutions for proofing

Move faster from design to production, while helping reduce running costs

Save precious time and take the guesswork out of determining what the final product will look like. Working with your HP Latex printer in the studio, you can see immediate results, experiment, refine—all with your clients integrated into the process. When the proof is essentially a sample, you can move faster from design to manufacturing.

Data flow

Cost savings

Customers

Low-volume production

Gain process efficiencies, move faster

Print proofs directly on the production substrate—and make the decision on final colors much easier:

- Print realistic samples and avoid the time and complexity required to translate proofing media issues, like optical brightness in paper, to a more accurate representation of colors
- Gain more control and flexibility—experiment in the studio and accelerate the final decision on colors
- Speed up the color matching process while reducing interruptions on the production line
- Use the color balancing solution by a market-leading partner, AVA[25] to achieve accurate colors between HP Latex 300 series printers and production on the HP Latex 3000 Printer series

Help reduce running costs

Simplify your workflow, help reduce costly production-line interruptions, and cut the cost of proofing media:

- Create proofs and samples in the studio and avoid incurring high-cost production time
- Print on the production media or more affordable alternatives, and you can eliminate the high cost of specialty coated proofing media

Bring your clients into the process

Improve the quality of engagement with your clients:

- Work with realistic samples and, together with your client, move quickly and easily to decisions on the final collection
- Produce samples of new collections and colorways, at very low expense, and gather a first impression from the marketplace

HP Latex printing portfolio for proofing and sampling

The HP Latex printing portfolio provides options to meet a range of proofing and sampling needs for manufacturers wanting to move as quickly as possible from design to manufacturing, from the entry level HP Latex 310 Printer to the most advanced and fastest, the HP Latex 370 Printer.

Our solution partners for HP digital printing solutions for proofing

avacadcam.com

AVA
avacadcam.com
PARTNERS FOR ALL TIME

“We use the HP Latex printer every day as a design tool, and the better tools we have, the better our work can be. Having the printer makes you want to use it, encouraging us to be creative.”

– Karim Rashid, Karim Rashid Inc.

Karim Rashid advances trend for decoration in interior and industrial design with HP Latex Printing Technologies

At a glance

Industry: Sign and Display, Industrial Design
Business name: Karim Rashid Inc.
Headquarters: New York City, New York, USA
Website: karimrashid.com

Challenge

The studio needs to respond to a wide range of customer requests for products and samples and the company wanted in-house large-format printing capabilities that met its requirements and was suitable for an office environment.

Solution

With an HP Latex Printer in his studio, a wide variety of substrates can be printed quickly, enabling an accelerated design process while printing odorless prints on a one-to-one scale.

Results

Karim Rashid and his team are able to have immediate results, often on final substrates, and can present customers with designs that are closer to the final product than ever before.

“We have doubled our turnover year on year as customers realise they can reinforce and differentiate their brand with bespoke wall decorations.”

– Robin Sprong, owner and designer,
Robin Sprong Wallpaper

Robin Sprong Wallpaper doubles turnover with unique designs for lucrative wallcovering market

Robin Sprong
WALLPAPER | SURFACE DESIGN | PHOTOGRAPHY

At a glance

Industry sector: Decoration Segment, digital wallcovering
Business name: Robin Sprong Wallpaper
Headquarters: Cape Town, South Africa
Testimonial from: Robin Sprong, owner and designer
HP solution: HP Latex Printing Technologies, HP WallArt
Website: robinsprong.com

Challenge

- Meet customer demands for multiple applications whilst ensuring consistent quality and delivery on schedule.
- Reduce cost of printing by increasing in-house production.
- Meet client environmental requirements for indoor prints in public areas.

Solution

HP Latex Printing Technologies offering the substrate versatility supporting design creativity whilst meeting high environmental standards.

Results

- By eliminating outsourcing of print, costs have fallen dramatically allowing more resources to be dedicated to marketing and sales.
- Turnover doubled year on year as customers realize they can reinforce and differentiate their brand with bespoke wall decorations.
- HP Latex Ink health and safety certification in a clear advantage when supplying numerous organizations including one international food retailer.
- The company can now design, produce and install unique wallcoverings to decorate almost any space.

Helping you develop your business

Successful decorative applications rely on creativity and collaboration from design development to final approvals. HP cloud-based solutions include HP WallArt[2]—it's more than just a design tool, it's a business development tool.

The HP WallArt Solution[2]

The HP WallArt Solution is free, cloud-based software designed for use with HP Latex printers to help you boost your wall decoration opportunity. Create customized digital wall decoration, from wallcoverings, wall murals, and posters, to canvas and wall decals.[26] This simple, easy-to-use design tool enables collaboration throughout the process—and automatically generates print-ready files.

Design made easy

Let your customers take creative control

• Work from the room layout, design walls to actual dimensions, generate three-dimensional visualizations
• Use your end customers' photos, your own image gallery, or access professional content from partners like Fotolia or Pattern Designs[2]
• Create the ultimate design experience—with the tablet app,[17] work from a photo of the actual location to generate a realistic preview of the finished design

Streamline production

Take time out of your workflow from approval to finishing

• Easy, intuitive experience
• Create and share mockups through the cloud with everyone involved, and speed the approval process
• Production speed improves as manual steps are trimmed
• Print-ready files, including installation instructions, automatically generated in the cloud
• JDF: for web to print business, files are generated and dropped directly to the RIP

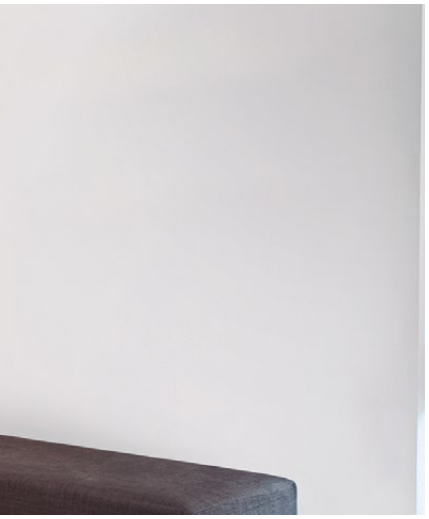
Collaboration is good for business

Use the expertise of the entire team to help grow your business

• With the tablet app,[17] customers and designers alike can fully envision the final result
• Collaborate, communicate, create—share projects through social media platforms
• Integrate the design tool into your website, your brand
• Attract new customers by integrating HP WallArt into your e-commerce platform
• Create a new experience—customized walls made in HP WallArt stations at retail can generate excitement and demand

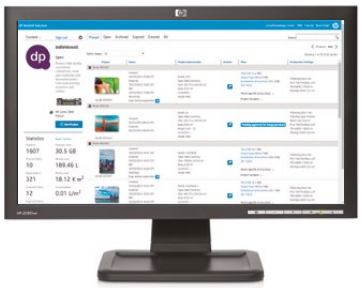
Award-winning technology

The European Digital Press Awards named the HP WallArt Solution the Best Special Application Solution, thanks to its end-to-end comprehensiveness, easy implementation, and "out-of-the-box" approach.



HP WallArt product overview

Primary applications Wallcoverings, wall murals, posters, canvas, wall decals[26]
Segments Retail, commercial, residential, and hospitality environments
Features Design, 3D visualization, job sharing, automatic PDF printing files, creation of customized installation instructions, and developers' kit to allow integration into websites
Supported image types JPG, TIFF, EPS, PNG, PDF
Minimum system requirements Adobe Acrobat installed, Internet connection, and Internet browser
Tablet app[17] Mobile access to the HP WallArt Solution
Language availability English, Arabic, Catalan, Chinese, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Italian, Japanese, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Traditional Simplified Chinese, Turkish
Storage Cloud-based 500 GB
Content sources: Fotolia,[2] Pattern Designs, access to Dropbox



Start exploring HP WallArt today

As an HP Latex printer user, you have free access to HP WallArt.[2] Register today with your HP Latex printer serial number.

Visit: hpwallart.com

Develop your business around HP WallArt with the tablet app.[17] Get the free download from the Google Play Store or iTunes store.

ANDROID APP ON Google play

Available on the App Store

From HP WallArt, create a Fotolia/Pattern Designs account and enjoy a special offer for HP WallArt users.

fotolia pattern design

Media choice—made easy

To help you expand your decoration offering, it's now easier than ever to find the breadth of compatible substrates needed for almost any interior decoration print job. From optimized HP media engineered with ColorPRO Technology to substrates

Certified for HP Latex Inks from a wide range of media suppliers, you can save time and gain peace of mind with media compatible with the entire portfolio of HP Latex and HP DesignJet large format printers.

HP media solutions

HP offers an extensive range of large format printing materials designed together with Original HP inks and HP large format printing systems. In the sign and display printing materials portfolio, HP printing materials for interior decoration applications include fabrics and wall paper designed together with HP Latex Inks and printers to deliver high-quality, durable output. In the graphics portfolio, HP printing materials are designed together with Original HP Vivid Photo and HP Photo Inks and HP DesignJet Z-series printers for optimal image quality, consistency, and reliability. For the entire HP Large Format Printing Materials portfolio, please see HPLFMedia.com.

Media with ColorPRO Technology

The ColorPRO Technology trademark represents a quality standard for color excellence in digital printing. All materials that carry the ColorPRO Technology logo are designed together with HP Latex Inks and HP Latex printers, as well as Original HP Vivid Photo and HP Photo Inks and HP DesignJet printers, and demonstrate visibly enhanced print quality, delivering professional quality and striking results. For more information about the ColorPRO Technology Program, please see colorprotechnology.com.

Media Certification Program for HP Latex Inks[3]

New opportunities for business growth and profit

Media Certified for HP Latex Inks opens your business to new application options and profit potential, while saving you ramp-up time associated with testing media yourself. With the HP Media Solutions Locator, you can easily find media compatible with HP Latex Inks from industry-leading suppliers, and start discovering the possibilities. Find your media solution at: hp.com/go/mediasolutionslocator.

Why get certified?

As a media manufacturer, you can help your business take full advantage of the media versatility of HP Latex printing by offering products that are Certified for HP Latex Inks. Provide peace of mind with third-party testing and certification provided by an approved independent agency. Print service providers can virtually eliminate time associated with testing media on their own by using your certified media. Gain visibility for your certified media with HP co-promotion and the "Certified for HP Latex Inks" icon on your packaging and communications. Certified media is featured in HP customer and sales tools including the HP Media Solutions Locator.

How to get certified

HP is working with Color Concepts to provide media vendors and resellers with profiling support and certification across the world. To learn more about the Media Certification Program, visit: hp.com/go/latexmediacertification

“We are delighted with the print quality, durability, and flexibility provided by HP Latex Printing Technologies. It has helped bring the exhibition and our artistic vision to life.”

– Wendy Tan, multi-disciplined artist, Singapore

Chance, Luck, & Accident exhibition showcases the talents of multiple artists working with HP Latex Printing Technologies

At a glance

Industry: Professional Photography and Graphic Design
Business name: Singapore Artists
Headquarters: Singapore
Website: facebook.com/ChanceLuckAccident

Challenge

Artists involved in presenting their work at the Chance, Luck, & Accident exhibition in Singapore needed a way to print on a wide range of materials quickly and without compromising on quality.

Solution

HP Latex Printing Technologies, providing stunning color reproduction on a wide variety of media.

Results

HP provided hundreds of different pieces printed on different media including synthetic leather, eco-cotton, canvas, and silk with print quality so fine that many visitors mistook the prints for original hand-painted artworks.

Choose your HP large format printer

HP's innovative technologies and a wide integrated portfolio of large format printers, Original HP inks, and compatible media deliver superior quality and productivity. So you can increase the value of the business you have or expand into new interior decoration applications, confident of increased uptime and the committed support of an industry leader.

HP Latex printers help you add new capabilities, new flexibility, and new ways to serve your customers. Water-based HP Latex Inks, together with HP Thermal Inkjet printheads, offer a unique combination for wide format-printing—high image quality for indoors, versatility across common media types used for decorative applications, and the ease-of-use and environmental advantages of water-based inks. The HP DesignJet Z-series family of printers provide high productivity, ease of use, and high-impact color—all at affordable running costs. Versatile, reliable HP Scitex printers enable high productivity with less effort and waste, provide scalability and modularity to protect your investment as your business grows, and deliver the image quality you need on virtually any rigid media for decorative applications.

HP Latex printers—be unstoppable and expand your business

HP Latex Inks combine the best characteristics of solvent inks, UV-curable inks, and water-based inks. You get high quality, durability, and versatility across common media types used for decorative applications from wallcoverings and canvases to textiles, vinyls, backlits, and many more. And you can move to healthier printing[1]—odorless prints go into interior spaces that solvent and UV can't.

Produce high-quality, durable images

- Produce sharp image quality with 6 colors and printheads with 1200 nozzles per inch
- A smooth, flexible ink layer makes canvas finishing easier, from folding to stretching
- Indoor prints provide up to 150 years display permanence[27]
- User-replaceable HP Thermal Inkjet printheads maintain image quality over the life of the printer

Speed up—even eliminate—production steps

- Eliminate waiting time—prints are completely cured and dry inside the printer, ready for immediate finishing and delivery
- Durable, scratch-resistant prints help you move quickly and confidently through production and delivery[28]
- Stay up-to-date on your printer's activity with helpful alerts and monitor job completion while you're away with the HP Latex Mobile app[29]
- Reduce maintenance with HP Thermal Inkjet printheads and water-based inks:
    - o No daily daily manual cleaning required
    - o Turn off printers overnight, weekends, or longer

Choose your HP Latex printer

Selecting the right printer for your business depends upon your production needs. For proofing, sampling, and short runs, look to the HP Latex 300 Printer series. For mid-volume production or large canvas production, look to the HP Latex 850 Printer. For high-volume production, the HP Latex 3000 Printer series is the ideal fit.

The HP Latex 300 Printer series and the HP Latex 3000 Printer series feature HP 831, HP 871, and HP 881 Latex Inks—with all the benefits of HP Latex Inks, plus the addition of an anti-scratch agent that provides a high level of scratch resistance[28] on smooth, uncoated media to help significantly reduce the risk of accidental damage during the finishing, installation, and display of unlaminated decorative applications compared to competitor eco-solvent inks.

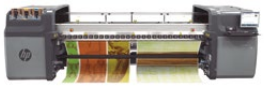
Stay up-to-date on your printer's activity with helpful alerts while you're away. Download the HP Mobile app.[29]

HP Latex printers

Low-volume HP Latex printers

	HP Latex 310 Printer	**HP Latex 330 Printer**	**HP Latex 360 Printer**	**HP Latex 370 Printer**
Description	A perfect fit for small spaces, this affordable printer frees up workspace and your operator	Gain versatility and enjoy convenient printing of indoor and outdoor jobs with this affordable printer	Produce high quality for indoors and out at production speeds ideal for handling urgent jobs	More unattended printing at lower cost of operation for highly demanding production environments
Media handling	• Roll-to-free fall • Take-up reel–optional accessory	• Roll-to-free fall • Take-up reel	• Roll-to-free fall • Take-up reel • Double-sided printing[30] • Ink collector	• Roll-to-free fall • Take-up reel • Double-sided printing[30] • Ink collector
HP Latex Inks	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 831 Latex Inks 775-ml cartridges	HP 871 Latex Inks 3-liter cartridges 775-ml cartridges
Maximum media width	137.1 cm (54 in)	162.5 cm (64 in)	162.5 cm (64 in)	162.5 cm (64 in)
Maximum media loading	25 kg (55 lb)	42 kg (92.6 lb)	42 kg (92.6 lb)	42 kg (92.6 lb)
Speed—indoor high quality	12 m²/hr (129 ft²/hr)	13 m²/hr (140 ft²/hr)	17 m²/hr (183 ft²/hr)	17 m²/hr (183 ft²/hr)
Suggested monthly volume	<300 m²/month <3,000 ft²/month	300 - 60 m²/month 3,000 - 6,000 ft²/month	500 - 1,000 m²/month 5,000 - 10,000 ft²/month	750 - 1,500 m²/month 7,500 - 15,000 ft²/month

Mid-volume HP Latex printers



	HP Latex 850 Printer	HP Latex 3100 Printer	HP Latex 3500 Printer
Description	Fully featured mid-volume roll-to-roll printer offering multiple workflow features	Respond to peaks in production, without sacrificing quality	Efficient high-volume production for standardized workflows
Media handling	• Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided printing[30] • Ink collector	• Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided printing[30] • Ink collector—optional accessory	• Roll-to-roll • Roll-to-free fall • Dual roll • Double-sided printing[30] • Ink collector—optional accessory
HP Latex Inks	HP LX610 Latex Inks 3-liter cartridges	HP 881 Latex Inks 5-liter cartridges	HP 3M 891 Latex Inks 10-liter cartridges
Maximum media width	Single roll: 3.2-m (126-in) wide Dual roll: 2 x 1.52-m (60-in) wide	Single roll: 3.2 m (126 in) wide Dual roll: 2 x 1.60 m (2 x 63 in) wide	Single roll: 3.2 m (126 in) wide Dual roll: 2 x 1.55 m (2 x 61 in) wide
Maximum media loading	130 kg (286 lb)	Single roll: 160 kg (350 lb) Dual roll: 2 x 70 kg (2 x 155 lb)	Single roll: 300 kg (650 lb) Dual roll: 2 x 200 kg (2 x 440 lb)
Speed—indoor high quality	45 m^2/hr (484 ft^2/hr)	77 m^2/hr (830 ft^2/hr)	180 m^2/hr (1950 ft^2/hr)
Suggested monthly volume	1,500 - 3,000 m^2/month 15,000 - 30,000 ft^2/month	3,000 - 6,000 m^2/month 30,000 - 60,000 ft^2/month	5,000 - 15,00 m^2/month 50,000 - 150,000 ft^2/month

“The message I want to convey in a photo and the effect I want to achieve are extremely important and determine the success of the message. On the HP DesignJet Photo printer, results match my expectations exactly. The large format photos it prints are 10 times better than photos printed using traditional technologies.”

– Casper Tybjerg, photo-journalist, TTF, Denmark

UNESCO World Heritage Site exhibition by TTF captures audiences with large-format photographs produced on the HP DesignJet photo printer

tybjerg tekst & foto

At a glance

Industry: Professional Photography and Graphic Design
Business name: Tybjerg Tekst and Foto (TTF)
Headquarters: Aarhus, Denmark
Website: ttf.dk

Challenge

- Create photographic prints for UNESCO World Heritage Site exhibition.
- Offer durable, quality prints that last for the duration of the multi-year exhibition.
- Offer scientists photographic documentation of Wadden Sea seal population.

Solution

- Print color photographs on the HP DesignJet Z3200 Photo Printer with its 12 Original HP Photo Inks.
- Achieve exhibition quality prints on HP Instant-Dry Satin Photo Paper.

Results

- Powerful impact of photos printed on HP DesignJet photo printers to tell positive stories.
- Photo prints deliver more faithful colors, depth, and greater detail to exceed quality of previous traditional photo printing processes.
- Photo durability rating offers confidence to help ensure unaltered photo quality over time.
- Affordable large-format photo prints increase commercial opportunities.

HP DesignJet Z-series photo printers—excellence, the new standard

Affordable and easy-to-use HP DesignJet Z-series printers offer reliable printing technology that delivers top-quality graphics for decorative applications, on demand. Use a broad spectrum of precise colors to create outstanding color images and impressive black-and-white photos—with smooth transitions between tones. Rely on Original HP Vivid Photo and HP Photo Inks to deliver durable, long-lasting prints. HP DesignJet Z-series printers quickly process large files in many formats and operate efficiently to cut turnaround times—helping increase your productivity and meet your customer needs.

High-productivity for high-demand environments

- Turnaround orders in record time with print speeds up to 140 m^2/hr (1500 ft^2/hr)[31]
- Print at top speeds and still see high-quality results with HP Double Swath Technology and the HP Optical Media Advance Sensor (OMAS)
- Gain time–you can handle all your prints immediately using fast-drying Original HP Vivid Photo and HP Photo Inks
- Optimize performance and ink usage—automatic servicing routines help prevent nozzle clogging, media waste

Outstanding image quality on a wide range of applications

- Produce fine art reproductions and professional photos in house
- Create unique black-and-white prints—three shades of black HP inks produce outstanding optical density and smooth transitions
- Offer exceptional colors—HP Vivid Photo Inks include chromatic red for a wide color gamut and uniform gloss[32]
- Provide extraordinary display permanence—durable prints last up to 200 years[9]

Advanced color management backed by HP reliability

- See reliable results with HP Professional PANTONE® color emulation and the Adobe PostScript®/PDF kit[33]
- Generate custom ICC profiles and achieve color accuracy, consistency with the embedded spectrophotometer[34]
- Boost color accuracy—complete coverage of SWOP, ISO, GRACOL, 3DAP, EUROSCALE, TOYO, and FOGRA gamut[35]
- Streamline production with an HP Embedded Web Server and print previews, which help eliminate trial and error[36]

Choose your HP DesignJet photo printer

	HP DesignJet Z6800 Photo Production Printer	**HP DesignJet Z6200 Photo Production Printer**	**HP DesignJet Z5200 Photo Printer**	**HP DesignJet Z3200 Photo Printer Series**
Description	Fastest 60-in graphics production printer with unrivaled print quality[37]	Fastest 42-in graphics production printer with unrivaled print quality[39]	Professional 8-ink PostScript printer designed for outstanding graphic applications	The most advanced 12-ink printer[43] for gallery-quality prints
Media handling - input	Roll feed	Roll feed	Sheet feed, roll feed	Sheet feed, roll feed
Media handling - output	Automatic cutter, take-up reel	Automatic cutter, media bin, optional take-up reel	Media bin, automatic cutter[41]	Media bin,[44] automatic cutter[41]
Media types	Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, canvas, fine art printing material	Bond and coated paper, technical paper, film, photographic paper, proofing paper, backlit, self-adhesive, banner and sign, canvas, fine art printing material	Photographic paper, proofing paper, fine art printing material, self-adhesive, banner and sign, bond and coated, backlit, canvas	Canvas, fine art printing material, banner and sign materials, self-adhesive materials, backlit materials, photographic papers, films, bond and coated papers
Maximum roll width	1524 mm (60 in)	1067 mm (42 in)	1118 mm (44 in)	24-in models: 610 mm (24 in) 44-in models: 1118 mm (44 in)
Speed - maximum	140 m^2/hr (1500 ft^2/hr)[38]	113 m^2/hr (1225 ft^2/hr)[40]	41 m^2/hr (445 ft^2/hr)[42]	17 m^2/hr (182.9 ft^2/hr)[45]
Print resolution	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi	Up to 2400 x 1200 optimized dpi
Inks	Original HP Vivid Photo Inks	Original HP Vivid Photo Inks	Original HP Photo Inks	Original HP Photo Inks
Ink cartridges	8 (mk, R, M, Y, lm, lc, pk, lg)	8 (mk, R, M, Y, lm, lc, pk, lg)	8 (mk, lc, M, Y, lm, C, pk, lg)	12 (M, Y, pk, lg, mk, R, lm, lc, G, B, GN, Gloss Enhancer (E))
Embedded Adobe PostScript®/PDF	Optional	Optional	✓	✓
HP Professional PANTONE® color emulation	✓	✓	✓	✓
HP Instant Printing Pro	-	-	✓	-
Memory	320 GB hard disk	160 GB hard disk	160 GB hard disk	80 GB hard disk
Embedded Spectrophotometer[40]	✓	✓	✓	✓
HP Optical Media Advance Sensor (OMAS)	✓	✓	-	-

HP Scitex printers—the art of no compromise

Versatile, reliable HP Scitex industrial printing systems enable high productivity with less effort and waste, provide scalability and modularity to protect your investment as your business grows, and deliver the image quality you need on virtually any rigid and flexible[10] media across a wide range of applications.[11] Now you can experience industrial printing at its best with both high productivity and high quality.[11]

Speed up your turnaround times

• Print fast, produce high volumes, and increase your capacity—load, print, and collect media simultaneously
• High productivity creates new opportunities to expand your business

Attract more customers and print a wider variety of jobs

• Original HP Scitex inks adhere to a wide range of rigid sheets
• Target new decorative applications with quality results on virtually any rigid or flexible media[10]
• Say yes to just about any request—even when asked to print on thick, heavy, and long[46] materials

Achieve peace of mind with increased uptime

• Reliably produce high-quality results with automated calibrations and color consistency
• Designed to maximize uptime and reliability in 24/7 production environments
• Scalable, modular, and upgradeable platforms enable flexibility and growth
• HP Print Care helps you anticipate technical issues before they cause downtime
• HP makes the research and development and training investment to help you succeed, with solutions backed by world-class service, support, and training organizations

Choose your HP Scitex printer

	HP Scitex FB550 Industrial Printer	**HP Scitex FB750 Industrial Printer**
Description	Print on rigid and flexible media[10] with this high-value, low risk device	You can productively—and profitably—print on rigid and flexible media
Ink type	HP UV-curable, pigment-based ink	HP UV-curable, pigment-based ink
Ink cartridges	Up to 6 (C, M, Y, K, lc, lm, white (optional))	Up to 6 (C, M, Y, K, lc, lm, white (optional))
Ink cartridges sizes	3 liter (C, M, Y, K, lc, lm) / 2 liter (white)	3 liter (C, M, Y, K, lc, lm) / 2 liter (white)
Print resolution	Up to 1200 x 600 dpi	Up to 1200 x 600 dpi
Maximum roll width (optional)	Up to 1.63 m (64 in)	Up to 2.5 m (98 in)
Maximum print speed	Up to 38.9 m²/hr (419 ft²/hr)	Up to 85 m²/hr (915 ft²/hr)

“The HP Scitex FB500 Industrial Printer allows us to be very creative. The only prerequisite is a flat surface; this gives us the freedom to try out new approaches like printing on glass.”

– Iman Tehrani-Javid, co-Owner of AV Print-Express

AV Print-Express impresses with innovative print ideas using HP printing technologies

AV Print-Express
einfach beeindruckend

At a glance

Industry: Sign and Display
Business name: AV Print-Express
Headquarters: Bonn, Germany
Website: av-printexpress.de

Challenge

To use digital printing to open up new business channels and enable new application offerings.

Solution

AV Print used the flatbed HP Scitex FB500 Industrial Printer to print on rigid substrates such as glass, acrylics, FOREX, wood, and ceramics. The company also uses HP Latex Technology to produce fast-drying prints with outstanding image quality.

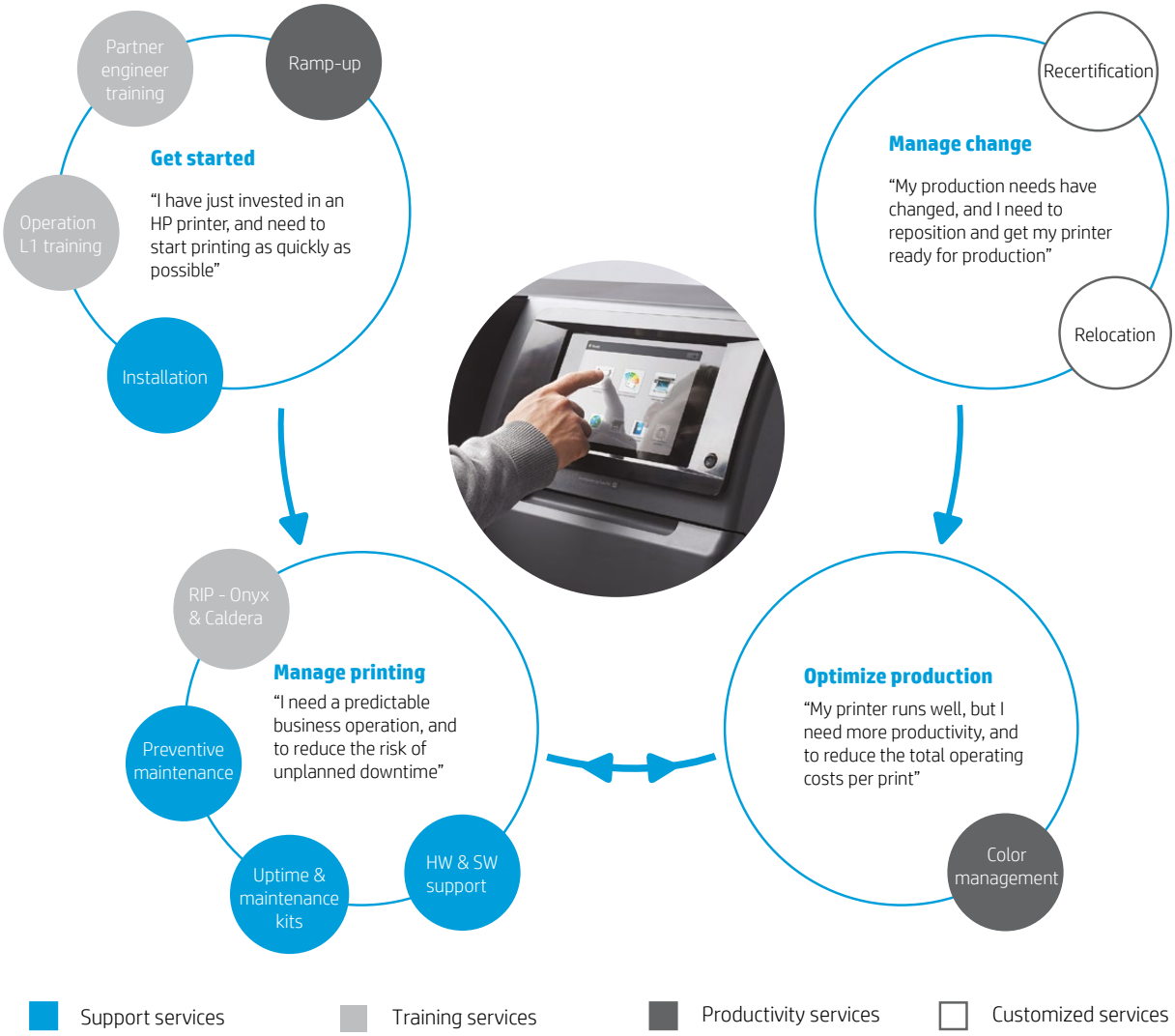
Results

Annual sales growth of 30 percent through digital printing business thanks to new business opportunities using HP Latex Technology. Greater flexibility in responding to customer orders because one-offs can be printed cost-efficiently. Easy realization of new digital print product ideas such as printing on glass and producing of prototypes.

We’re here to help as you grow

HP service and support

With the industry's largest services organization, HP offers unique opportunities to enjoy end-to-end solutions and support. From the printers to software, workflows, and third-party components, we can help you get the most from your focus on the interior decoration business.



Our services portfolio includes:

Support programs

Support programs enable you to meet your uptime and productivity requirements, on-site and via advanced remote support tools:
• HP Care Pack Services expand and extend standard warranties
• HP Contractual Services are contract-based services, that can be customized to meet specific customer needs after warranty period

Productivity services

These services enhance your printing operations and are specially designed to make your business even more productive and profitable.

Training services

Training services include a wide range of multi-lingual, web-based, and face-to-face classes to help reduce operation costs and improve workflow, color management, and business application opportunities.

On-site Kits

Providing common and simple replacement of parts:
• Uptime Kits for increased uptime and predictable operations
• Maintenance Kit Replacement Service for optimal image quality and printer reliability

HP Print Care[47]

The industry-leading set of tools and services that provides fast, efficient assistance for effective, timely routine preventive maintenance, helping to optimize uptime between jobs and maintain peak productivity.

Develop your HP Latex advantage: HP Latex Knowledge Center

The HP Latex Knowledge Center provides HP Latex printer owners training materials to help advance their production skills, become more competitive, and learn how to make the most of printing more sustainably with the environmental advantages of HP Latex Inks.

Discover more about how to promote your decoration business with the “business development tools,” share your challenges—as well as your tips—around printing your favorite decorative applications, and look to a community of experts, there to help you.

Join the community, find tools, and talk to experts.
Visit the HP Latex Knowledge Center at:

hp.com/communities/HPLatex

[1] Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

[2] Requires an HP WallArt account, Internet connection, and connected Internet-capable device. Images from Fotolia are included with HP WallArt. A limited number of images are available free of charge. Additional images are available for customer purchase. For more information, see hpwallart.com.

[3] HP's "Certified for" Media Supplier Program ("Program") supplies information to media manufacturers, suppliers, and customers to assist in evaluating media compatibility with printers and inks from HP's Graphics Solutions Business. Media is supplied by independent third-party manufacturers. Inclusion in the Program and "Certified for" media shall not be construed as an endorsement by HP for any of the media or manufacturers. HP makes no representation or warranty of any kind for any media in the Program including but not limited to media availability, media quality, media performance, or manufacturer changes that may impact any media characteristics. The information contained herein is subject to change without notice. HP makes no representation as to the Program information's completeness or accuracy. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. This information is provided as a courtesy, free of charge, "AS-IS" by HP. HP makes no express or implied warranty of any kind regarding this information. HP shall not be liable for any direct, indirect, special, incidental or consequential damages, whether based on contract, tort or any other legal theory in connection with or arising out of the furnishing or use of this information.

[4] Compared to large-format inkjet printers under $25,000 USD for graphics applications. Based on the fastest-rated color speeds as published by manufacturers as of October 2013. Test methods vary.

[5] Applicable to HP Latex Inks. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL). UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.

[6] Applicable to the HP Latex 300 Printer series.

[7] Based on internal testing completed in January, 2014 comparing the HP Latex 330 Printer with a single print-and-cut eco-solvent solution. Print files for wall decals do not include contour cut lines or cut marks.

[8] Performance and features vary by printer.

[9] Display permanence rating for interior displays away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see HPLFMedia.com/hp/printpermanence.

[10] Flexible media printing with an optional HP Scitex FB550 or FB750 Roll-to-Roll Upgrade Kit. Printing performance may vary depending on media.

[11] Performance and features vary by printer. Metallized effects created with the Color-Logic plug-in. Requires a separate purchase of the HP Scitex FB550/FB750 White Ink Upgrade Kit.

[12] Water-based HP Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. Testing per the Pensky-Martens Closed Cup method demonstrated flash point greater than 110° C.

[13] Nickel free demonstrated according to testing conducted for HP Latex Inks to achieve UL ECOLOGO® Certification. UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of multi-attribute, lifecycle based criteria related to human health and environmental considerations (see ul.com/EL).

[14] Special ventilation equipment (air filtration) is not required to meet U.S. OSHA requirements. Special ventilation equipment installation is at the discretion of the customer—see the Site Preparation Guide for details. Customers should consult state and local requirements and regulations.

[15] HP Latex Inks were tested for Hazardous Air Pollutants, as defined in the Clean Air Act, per U.S. Environmental Protection Agency Method 311 (testing conducted in 2013) and none were detected.

[16] EPEAT registered where applicable/supported. See epeat.net for registration status by country.

[17] Tablet app compatible with iPad and Android™ devices.

[18] For HP PVC-free Wall Paper, chemical analysis demonstrated elemental chlorine to be at or below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the papermaking process, and not due to the presence of PVC.

[19] Certifications based on select media and testing completed by a third-party test laboratory with test conditions that include a specific file/design and batch of media. Results may vary, depending on the profile, ink setting, and printer conditions. See the HP Wallcovering Swatchbook for certifications that apply to each specific media. End-product performance is the responsibility of the manufacturer or print service provider.

[20] HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products, see umweltbundesamt.de/en/topics/health/commissions-working-groups/committee-for-health-related-evaluation-of-building. Émissions dans l'air intérieur provides a statement on the level of emission of volatile substances in indoor air posing health risks if inhaled—on a scale from A+ (very low-emission) to C (high emission).

[21] To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper or HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Wall Paper or HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

[22] BMG trademark license code FSC®-C115319, see fsc.org. HP trademark license code FSC®-C017543, see fsc.org. Not all FSC®-certified products are available in all regions.

[23] HP 831 Latex Ink Cartridges, certification number 14142007, certified by the Eco Mark Office of Japan Environment Association.

[24] A Euro roll is equal to 5.3 m^2 (57 ft^2).

[25] Applicable to the HP Latex 3000 Printer series and other printing solutions for colors within the gamut space of the HP Latex 300 Printer series. Exact color matching is not guaranteed.

[26] Print files for wall decals do not include contour cut lines or cut marks.

[27] Indoors, away from direct sun with Original HP 831 or HP 881 Latex Inks on HP Premium Satin Canvas. HP image permanence estimates by HP Image Permanence Lab. For more information, see HPLFMedia.com/hp/printpermanence.

[28] Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media. Scratch resistance is measured according to test method ISO 1518-2:2011. Abrasion resistance is tested according to ASTM F1571-95 (2008).

[29] Only HP Latex 300 series printers are supported. Additional printer support will be announced when available. HP Latex Mobile is compatible with Android™ 4.1.2 or later and iPhone mobile digital devices running iOS 6 or later, and requires the printer and the smart phone to be connected to the Internet. Support for HP Latex 3000 Printer series and tablet devices available as of September, 2015.

[30] For best results use media options intended for double-sided printing.

[31] On the HP DesignJet Z6800 Photo Production Printer. Mechanical printing time. Printed in Fast mode with HP Vivid Photo Ink.

[32] HP chromatic red ink included in the HP Vivid Photo ink set for the HP DesignJet Z6800 Photo Production Printer and HP DesignJet Z6200 Photo Production Printer, and in the HP Photo Ink set for the HP DesignJet Z3200 Photo Printer series.

[33] Features vary by printer. In some cases, HP Professional PANTONE® color emulation and Adobe PostScript®/PDF upgrade kit sold separately.

[34] Embedded in this HP DesignJet Printer is a spectrophotometer with i1 color technology from X-Rite. Close collaboration between HP and X-Rite ensures a reliable solution that's been thoroughly tested to meet customer demands for ease, quality, and dependability.

[35] Applicable to the HP DesignJet Z6800 Photo Production Printer, HP DesignJet Z6200 Photo Production Printer, and the HP DesignJet Z3200 Photo Printer series.

[36] Not available with the HP DesignJet Z5200 Photo Printer.

[37] Compared with large-format inkjet printers under $25,000 USD for graphic applications. Based on the fastest-rated color speeds as published by manufacturers as of October 2013. Test methods vary.

[38] Mechanical printing time. Printed in Fast mode with HP Vivid Photo Inks.

[39] Compared to large-format inkjet printers under $25,000 for graphic applications. Based on the fastest rated color speeds as published by manufacturers as of January 2010. Test methods vary.

[40] Mechanical printing time. Printed in Fast mode with Economode on, using HP Bright White Inkjet Paper (bond) and Original HP inks.

[41] Cuts all media except canvas.

[42] Mechanical printing time. Printed in Fast mode on HP Bright White Inkjet Paper (bond) with Original HP inks.

[43] The 12-ink HP DesignJet Z3200 Photo Printer is the most advanced printer compared with other HP DesignJet Z-series printers.

[44] Not included in the box in Asia Pacific for 24-in models.

[45] Mechanical printing time with Original HP inks. Measured on a 44-in model.

[46] Performance and features vary by printer. Optional extension tables may be required for long materials.

[47] HP Print Care is not available on all printers. Please contact your sales representative for further information.

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4AA5-6190EEW, June 2015, Rev. 2