



# HP large format printing solutions for decorative applications



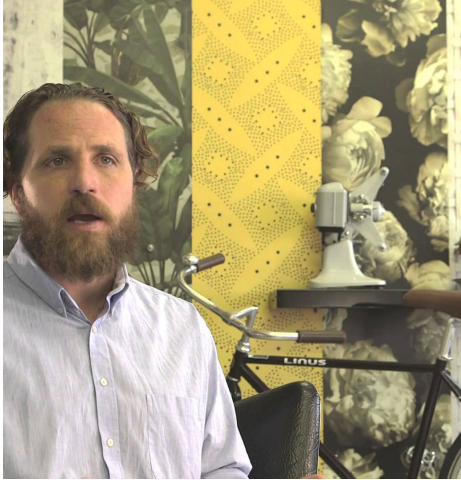
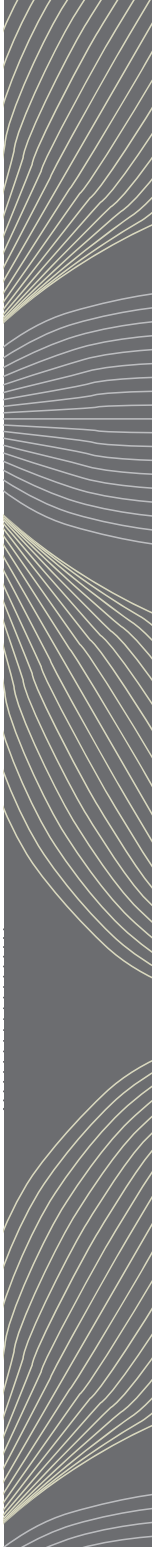
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HP digital printing—inspiring innovation in decor

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# Designer Robin Sprong decorates five-star hotel with HP PVC-free Wall Paper

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## Creating incredible imagery for interiors

Robin Sprong Wallpaper is one of South Africa's leading bespoke wallpaper companies based in Cape Town, South Africa. When Sprong first founded the firm, he outsourced the printing to print service providers, but recently, he has transformed his business and increased his revenue by installing HP Latex printers in his studio. He relies on HP PVC-free Wall Paper for consistent, high-quality, environmentally conscious results for all his projects, of which there are many. Sprong has created wallcoverings for some of the most prestigious companies worldwide including Investec Bank, The Ritz Hotel, Kingsbury Hospital, Theatre on the Square, Environ Cosmeceutics, to name a few.



"HP PVC-free Wall Paper's versatility and productivity stand out," Sprong says, describing the interior design project of the Marley Boutique Hotel, in Camps Bay, Cape Town. "We designed wallcoverings for common areas, rooms, and the restaurant, including ceilings, paneling, bar tops, and illuminated glass tops. We printed 800 meters of wall decorations on HP PVC-free Wall Paper because of its high-quality look and feel and its durable performance in high traffic areas."



"The decoration of this luxury hotel was so successful that the owner started to hand out our business cards to inquiring guests," explains Sprong. "Not only did we offer a series of designs unique to their hotel, but printed wall decorations using HP PVC-free Wall Paper offered a practical and cost-effective solution. The wallcoverings are highly resistant and cleanable with a damp cloth. HP PVC-free Wall Paper is certified to comply with numerous health and safety standards, which proved decisive in selling wall decorations to an international food retailer, and the fire certifications add extra weight to our proposals for hotel spaces."

Robin Sprong's investment in HP Latex Printing Technology has transformed his business from what was essentially a one-man show, into a thriving, award-winning image consultancy firm that is expanding worldwide.

*Photos courtesy of Robin Sprong*

# Wallcoverings

## Designing your environment

With the power to create an experience and enhance the value of your environment, customized interior wall decoration is in demand. The trend is all about differentiation with unique, one-of-a-kind images, from decoration customized around a brand image to personalized design, reflecting individual personalities. HP has the right product for every project.

### HP PVC-free Durable Suede Wall Paper

This one-of-a-kind paper has a soft, textured feel of suede that adds a sense of luxury and warmth to an interior space.

- Certified Type II (ASTM F793) compliant<sup>1</sup> for durability
- Suitable for both residential and commercial environments
- Highly mold and mildew resistant<sup>2</sup>
- REACH compliant,<sup>3</sup> and FSC<sup>®4</sup> and UL GREENGUARD GOLD<sup>5</sup> certified
- ColorPRO Technology
- Suitable for use in environments subject to wear and tear



### HP PVC-free Durable Smooth Wall Paper

Providing scrub and scratch resistance, this ultra-smooth finished wall paper produces odorless prints with HP Latex Inks.

- Certified Type II (ASTM F793) compliant<sup>1</sup> for durability
- Highly mold and mildew resistant<sup>2</sup>
- REACH compliant,<sup>3</sup> and FSC<sup>®4</sup> and UL GREENGUARD GOLD<sup>5</sup> certified
- ColorPRO Technology
- Scrub and scratch resistant



### HP PVC-free Wall Paper

A PVC-free alternative for wall murals that goes up with common adhesives and installation techniques.

- Prepasted solution for easy installation and removal
- Vivid color and high-definition images
- REACH compliant,<sup>3</sup> and FSC<sup>®4</sup> and UL GREENGUARD GOLD<sup>5</sup> certified
- ColorPRO Technology
- Approved fire certifications<sup>6</sup>



## Non-woven wallcovering (Available in EMEA only)

Non-woven wallpaper is fast becoming every designer, installer and printer's preferred substrate that is perfect for digital printing. The non-woven backing is made from FSC-certified paper and doesn't expand when wet so soaking the paper prior to hanging is no longer required; the paste can be applied directly to the wall. It's easy-to-install, washable and better for the environment.

### HP Non-woven Durable Linen Wall Paper

Produce innovative, eye-catching PVC-free wall murals with a linen surface.

- Easy to install with standard wall glue only and dry strippable
- Soaking the paper prior to hanging is no longer required
- Flame resistant,<sup>6</sup> REACH compliant,<sup>3</sup> and FSC®<sup>4</sup> and carries the CE certification
- ColorPRO Technology
- Easier to dispose of than most PVC-based substrates



### HP Non-woven Durable Suede Wall Paper

Create durable, washable, non-woven wall decorations with the soft feel of suede.

- Easy to install with standard wall glue only and dry strippable
- Soaking the paper prior to hanging is no longer required
- Flame resistant,<sup>6</sup> REACH compliant,<sup>3</sup> and FSC®<sup>4</sup> and carries the CE certification
- ColorPRO Technology
- Easier to dispose of than most PVC-based substrates



### HP Removable Adhesive Fabric

Print high-quality, repositionable graphics that stick to non-porous surfaces

- Repositionable with virtually no residue
- Flame resistant,<sup>6</sup> REACH compliant,<sup>3</sup>
- Ability to contour cut and apply without stretching
- Slip resistant for floor graphics<sup>16</sup>
- Wall cut-outs



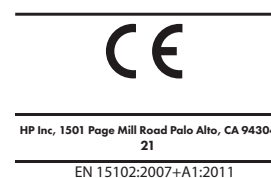
# Wallcoverings

## Designing with the environment in mind

HP large format printing materials provide high-quality, odorless prints for sensitive environments. HP PVC-free Wall Papers, photo papers, and canvas meet a range of stringent human health criteria including REACH compliance,<sup>3</sup> and FSC<sup>4</sup> and UL GREENGUARD GOLD<sup>5</sup> certifications. HP PVC-free wall papers are ideal for use in hospitals, restaurants, hotels, office buildings, and other public spaces.



The mark of  
responsible forestry



## Environmental and health certifications

	FSC-certified	GREENGUARD	REACH	CE-certified
HP PVC-free Durable Suede Wall Paper	●	●	●	●
HP PVC-free Durable Smooth Wall Paper	●	●	●	●
HP PVC-free Wall Paper	●	●		●
HP Non-woven Durable Linen Wall Paper	●		●	●
HP Non-woven Durable Suede Wall Paper	●		●	●

## Industry standards

	ASTM F793 Type II	DIN EN233-2000 Wave 1	Fire certifications <sup>6</sup>	ColorPRO Technology	EN233-2000 Wave 3
HP PVC-free Durable Suede Wall Paper	●		●	●	
HP PVC-free Durable Smooth Wall Paper	●	●	●	●	
HP PVC-free Wall Paper			●	●	
HP Non-woven Durable Linen Wall Paper			●	●	●
HP Non-woven Durable Suede Wall Paper			●	●	●

## Eco-certifications

- **FSC-certified** – products have been made from wood grown in environmentally and responsibly managed forests that will grow back sooner.
- **GREENGUARD Gold** – products are scientifically proven to meet some of the world's most rigorous, third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure, while aiding in the creation of healthier indoor environments. Standards include health-based criteria for chemicals and require lower total VOC emissions levels to help ensure that products are acceptable for use in environments like schools and healthcare facilities.
- **REACH Compliant** – is a European Union regulation that addresses the production and use of chemical substances in the manufacturing of products. Manufacturers are required to communicate information on chemicals throughout the supply chain in order to be aware of information relating to health and safety of the products they are manufacturing.
- **RoHS Compliant** – RoHS stands for Restriction of Hazardous Substances and restricts the use of specific hazardous materials.
- **CE-certified Media** – CE is a certification that indicates conformity with health, safety, and environmental protection standards for products that have been manufactured to EEA standards.
- **Recyclable Media** – materials that would otherwise be solid waste can be collected and returned to the economic mainstream in the form of raw materials or products.



# Fine art and photography



## Exhibit the fine art of printing

Bring your concepts to life with a range of HP large format printing materials designed for everything from professional photography to fine art reproductions that make a personal statement. Produce works of art that withstand the test of time and provide long-lasting display permanence.

- **HP Everyday Satin Photo Paper**
- **HP Professional Gloss Photo Paper**
- **HP Professional Satin Photo Paper**
- **HP Matte Litho-realistic Paper, 3-in Core**
- **HP Everyday Satin Canvas**
- **HP Recycled Satin Canvas (Latex/solvent)**
- **HP Premium Poster Paper**
- **HP Premium Satin Canvas**
- **HP Super Heavyweight Plus Matte Paper, 3-in Core**
- **HP Universal Heavyweight Coated Paper, 3-in Core**
- **HP White Satin Poster Paper**
- **HP Recycled Satin Canvas**

# Canvas



## Create colorful, custom canvas

Art is the element in home decor which has the power to transform a space into something not only highly personal—but also inspirational. Many designers even recommend first choosing an art piece that resonates and then use the selected work as the driving force for the room's colors and furnishings. Personal artwork conveys a message about the person or brand and should be printed on the highest quality canvas to reflect the artist's aesthetic. Use HP canvas and produce museum-quality prints.

- **HP Premium Satin Canvas**—capture intricate details with this scratch- and crack-resistant canvas with a wide color gamut for accurate and consistent fine art and photographic reproductions.
- **HP Everyday Satin Canvas**—high-quality, economical canvas for day-to-day production
- **HP Recycled Satin Canvas (Aqueous) (Available in EMEA only)**—meet environmental goals with this REACH compliant<sup>3</sup> canvas made with recycled water bottles<sup>15</sup> and coating materials.
- **HP Recycled Satin Canvas (Latex/solvent)** —same great recycled canvas for Latex and Solvent printers. Produces high-performing, durable canvas wraps that resist edge cracking when stretched.

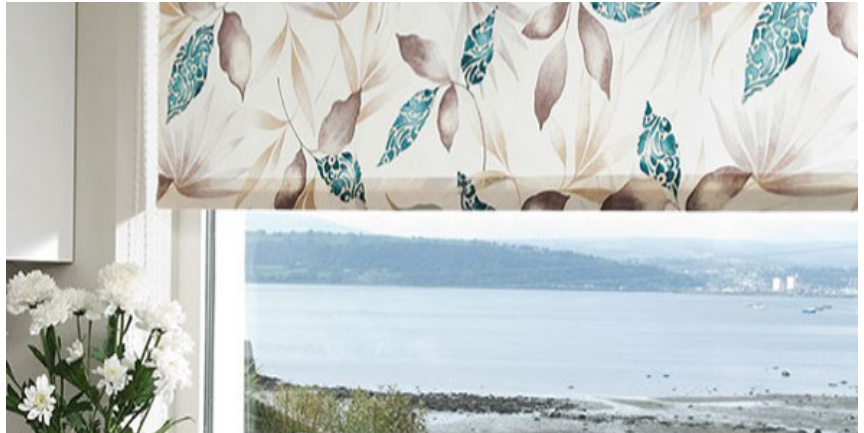


# Window coverings

## Capitalize on opportunities in this eco-friendly growth market

The digital textile market is predicted to grow seventeen and half percent annually<sup>7</sup> and is becoming a huge market opportunity. Digital textile printing offers more creative possibilities, provides greater design flexibility, and can be more cost efficient. Digital textile printing is also gaining popularity due to its reduced environmental impact. Traditional textile printing uses numerous chemicals and dyes and is one of the world's biggest sources of water pollution.<sup>8</sup> Digital textile printing can provide a huge reduction in water and power usage, reducing the carbon footprint.

- **HP Light Fabric**—economically priced polyester fabric produces brilliant prints that resist creases and wrinkles.
  - Easy-to-use, knitted polyester fabric
  - Recyclable<sup>9</sup>
  - Approved fire certifications<sup>6</sup>
  - REACH compliant<sup>3</sup>
  - Wrinkle resistant



# Wall decals



## The decor trend that's sticking

A new interior design trend that is rapidly taking over is the less permanent option to wallpaper—wall decals. What was once reserved for kids' rooms is now becoming commonplace in the main areas of a home, from the kitchen to the living room. And, wall decals are not only for residential spaces, they are showing up everywhere—in commercial environments like restaurants, offices, and schools.

HP Latex Print and Cut solutions are an innovative addition to this next big trend in decor. HP Latex Print and Cut Solutions allow print service providers the ability to print and cut utilizing two separate machines simultaneously, reducing production time and saving material.

- **HP PVC-free Wall Paper**—prepaste facilitates easy application and removal with water only.
- **HP Optimal Gloss Air GRP**—REACH<sup>3</sup> compliant vinyl with stunning print performance.
- **HP Removable Adhesive Fabric**—print high-quality, repositionable graphics that stick to a multitude of non-porous surfaces and removes with no residue.

# Innovate with print

## Lampshades

Create unique, custom lampshades to match any decor.

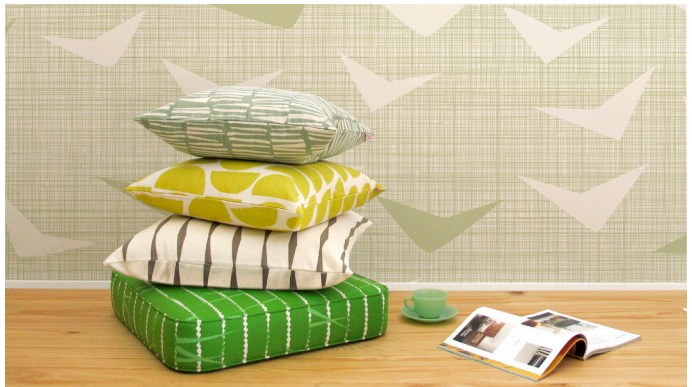
- **HP Light Fabric**
- **HP Backlit Polyester Film**



## Pillows

Accent any room with pillows printed from your customer's unique design.

- **HP Light Fabric**



## Tile decoration

Decorate tile surfaces and create temporary and permanent works of art.

- **HP Optimal Gloss Air GRP**



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## Door wraps

Turn old doors into amazing entryways.

- **HP PVC-free Wall Paper**
- **HP Permanent Gloss/Matte Adhesive Vinyl**
- **HP Optimal Gloss Air GRP**
- **HP Removable Adhesive Fabric**



## Appliance wraps

Give appliances a personal, updated look.

- **HP Air Release Adhesive Gloss Cast Vinyl**  
with **HP Clear Gloss Cast Overlamine**
- **HP Removable Adhesive Fabric**



## Furniture wraps

Customize more than just walls, with digitally printed wallpaper and adhesive vinyl.

- **HP PVC-free Wall Paper**
- **HP Air Release Adhesive Gloss Cast Vinyl**
- **HP Optimal Gloss Air GRP**
- **HP Removable Adhesive Fabric**



## Interiors that invite and intrigue





# Digital meets decor

## HP is transforming the world of decor

Digital printing technology is revolutionizing the interior decor industry. In a world that is becoming increasingly customizable and personalized, digitally printed wall art, fabrics, and more are a rapidly growing trend and are creating a huge new target market. Virtually every surface can comprise some form of printed output.

HP large format printing materials provide endless inspiration and applications to create professional, yet personalized environments. HP offers a myriad of innovative new products for custom home and commercial decoration.

## HP large format printing materials provide powerful new tools

HP's portfolio of printing solutions are designed to help you take full advantage of the interior decoration opportunity. HP offers products for every application. Print-on-demand capabilities enable your customers to order small quantities and get immediate results.

## The HP difference

HP offers more than just great products, we stand behind them with great service and support. The HP advantage is:

- **ColorPRO Technology**—represents a quality standard for color excellence in digital printing based on enhancement technologies.
- **Sustainability**—from the energy efficiency of the printer, to sustainable sourcing and recyclable ink cartridges<sup>10</sup> and media,<sup>11</sup> HP offers end-to-end sustainability with the certifications to prove it.<sup>4,5</sup>
- **Turnkey solution**—HP offers a complete end-to-end solution or modular components.
- **Service and support**—training and support services.
- **HP Latex Knowledge Center**—an online community where users can ask anything, find everything, get the latest news from HP Latex experts, and share their thoughts and experiences.



## The advantages of HP Latex Printing Technologies

Water-based HP Latex Technology is unique, delivering application versatility, high image quality, increased productivity, and a sustainable approach that's better for operators, the business, and the environment. HP Latex Technology provides high-quality, outdoor durability, plus versatility across common media types used in sign and display applications. Produce odorless prints—and move to healthier printing—with water-based HP Latex Inks.

- Create high-quality, durable, scratch-resistant<sup>12</sup> prints that minimize the risk of print damage during finishing and installation.
- Meet demanding turnarounds with instant-dry prints ready for same-day delivery.
- Increase production with printing systems that are easy to use and maintain.
- Create a safer workplace with HP Latex Ink printing, an end-to-end sustainable solution. Water-based inks meet a range of stringent human health criteria.<sup>13</sup>

**For more information on HP large format printing materials, visit: [HPLFMedia.com](https://hplfmedia.com)**

**Find a dealer near you at our Dealer Locator Page: [HPLFMedia.com/hp/en/dealer-locator](https://hplfmedia.com/hp/en/dealer-locator)**



1. HP PVC-free Durable Suede and Durable Smooth Wall Papers are compliant with the ASTM F793 standard (Type II) when printed at full coverage using Original HP 792 Latex Inks on the HP Latex 200 Printer series or HP 831 Latex Inks on the HP Latex 300 Printer series or HP LX610 Latex Inks on the HP Latex 800 Printer series or HP 881 Latex Inks on the HP Latex 3000 Printer. To avoid staining in unprinted areas, HP recommends cleaning the area within 30 minutes of any spill using a non-abrasive sponge with warm water and a mild dish washing detergent.
2. With HP Latex Inks, UL GREENGUARD found HP PVC-free Durable Suede Wall Paper, which is designed with a breathable construction, to be highly mold and mildew resistant using test method GGTM.P040 and following the guidelines of ASTM D 6329. See [greenguard.org/en/CertificationPrograms/listingprograms\\_copy1/CertificationPrograms\\_microbialProgram.aspx](https://greenguard.org/en/CertificationPrograms/listingprograms_copy1/CertificationPrograms_microbialProgram.aspx). No products are mold proof. It is uncertain that any material will resist mold or mildew indefinitely.
3. This product does not contain substances listed as SVHC (155) per Annex XIV of the EU REACH directive published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Article 33 Declaration published at HP Printing Products and Consumable Supplies at [hp.com/hpinfo/globalcitizenship/environment/productdata/reachall-products.html](https://hp.com/hpinfo/globalcitizenship/environment/productdata/reachall-products.html). Logo source: Copyright European Chemicals Agency.
4. BMG trademark license code FSC®-C115319, see [fsc.org](https://fsc.org). HP trademark license code FSC®-C017543, see [fsc.org](https://fsc.org). Not all FSC®-certified products are available in all regions. For information about HP large format printing materials, please visit [HPLFMedia.com](https://hplfmedia.com).
5. HP PVC-free wall papers printed with HP Latex Inks are UL GREENGUARD GOLD Certified. 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](https://ul.com/gg) or [greenguard.org](https://greenguard.org).
6. HP PVC-free wall papers have approved fire certifications. For more information see [HPLFMedia.com/hp/en/flame-resistant](https://hplfmedia.com/hp/en/flame-resistant).
7. Smithers Pira, *The Future of Digital Textile Printing to 2021* (Market Report 2016) [smitherspira.com/industry-market-reports/printing/digital-textile-printing-to-2021](https://smitherspira.com/industry-market-reports/printing/digital-textile-printing-to-2021)
8. World Bank, *The Bangladesh Responsible Sourcing Initiative, A model for Green Growth* (2014) [documents.worldbank.org/curated/en/614901468768707543/pdf/922610WP0P11950DELOFORGREENGROWTH.pdf](https://documents.worldbank.org/curated/en/614901468768707543/pdf/922610WP0P11950DELOFORGREENGROWTH.pdf)
9. HP Large Format Media take-back program availability varies. Recycling programs may not exist in your area. See [hp.com/recycle](https://hp.com/recycle) for details.
10. Visit [hp.com/recycle](https://hp.com/recycle) to see how to participate and for HP Planet Partners program features and availability; program may not be available in your area. Where this program is not available, and for other consumables not included in the program, consult the Material Safety Data Sheet (MSDS) available at [hp.com/go/ecodata](https://hp.com/go/ecodata) to determine appropriate disposal.
11. HP Large Format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See [HPLFMedia.com/hp/ecosolutions](https://hplfmedia.com/hp/ecosolutions) for details.
12. Scratch resistance is comparable to hard-solvent inks on self-adhesive vinyl and PVC banner. 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.
13. 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](https://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](https://ul.com/gg) or [greenguard.org](https://greenguard.org).
14. Excludes coating materials. Certified according to Global Recycled Standard (GRS) Version 3.0, March 2017.
15. 100% of total PET resin in the product made from recycled water bottles. The coating does not contain recycled materials. Certified according to Global Recycled Standard (GRS) Version 3.0, March 2017.
16. Slip resistance for dry environments based on testing by Sotter Engineering Corporation, June 2020, according to [ANSI A137.1/A326.3](https://ansi.org/standards/A137.1/A326.3) and [AS HB198-2014 \(AS/NZS 4586\)](https://ansi.org/standards/AS/AS_HB198-2014).

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