Brochure

Start bringing in new revenue with digital wallcoverings

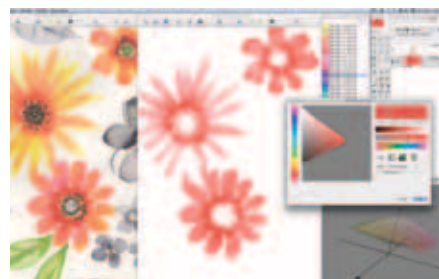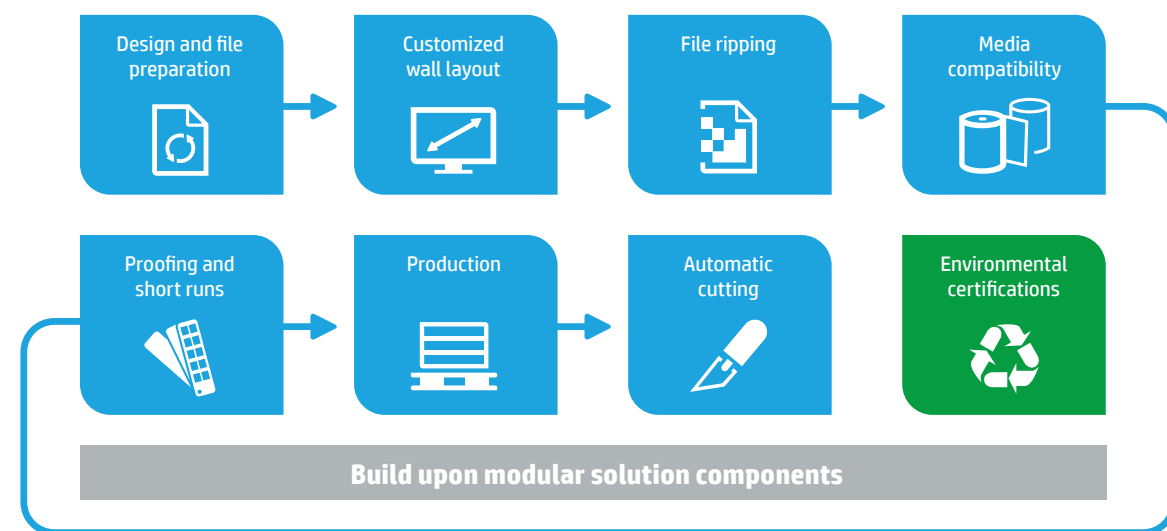## The HP digital printing solution for wallcoverings

Capitalize on growing demand

Look around. Today's commercial and residential spaces are full of exciting design. With the power to transform and enhance the value of a space and create a pleasant ambience, customized interior wall decoration is in demand.

- Contemporary interior decoration is undergoing rapid, constant growth, generating strong demand for digital wallcoverings.
- Today, the trend is all about differentiation with unique, one-of-a-kind design, from decoration customized around a brand image to personalized design reflecting individual tastes.
- Help reduce scrap and stock, as well as set-up costs, with digital print-on-demand capabilities.
- See how you can bring in more business with a complementary solution that enables your clients to order small quantities, with no minimum order requirements.
- Move beyond traditional repetitive wallcovering patterns into a range of new applications, designs, and substrates.

Create your own digital wallcovering solution with the help of HP

Across the workflow, HP and our partners bring you innovative tools and solutions

Design and file preparation → Customized wall layout → File ripping → Media compatibility

Proofing and short runs → Production → Automatic cutting → Environmental certifications

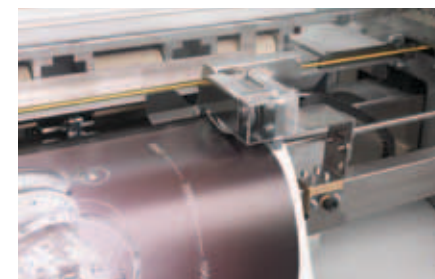**Build upon modular solution components**

Media compatibility

Broad media compatibility and exciting new applications
Choose from a wide range of compatible substrates from industry-leading media providers.

- Print on a wide range of media, textures, and embossing
- More choice among coated or uncoated non woven, vinyl, paper, PVC- free wallpaper[3], and many more
- Move straight to production and avoid wasted time and media – simply download ICC/media profiles at hp.com/go/ mediasolutionslocator to enable optimized results

Production

High-volume printing – on demand
Enable 24/7 production of wallcoverings with the HP Scitex LX600 and LX850 Industrial Printers, using HP Latex Printing Technologies.

- Eliminate concerns about odor – odorless prints[4] (even immediately after printing) produced with HP Latex Inks
- 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
- Increase production efficiency with the dual roll kit[5]
- Expand your offering with many other rigid decor applications, or, for specialty short wallcovering runs requiring white ink[6] or extra ink durability, consider the hybrid HP Scitex FB500 and FB700 Industrial Printers

Environmental certifications

Provide reassurance to your clients with prints in accordance with best-in-class indoor air quality certifications.

- HP Latex Ink prints are GREENGUARD Children & Schools Certified[SM][7] and meet AgBB criteria[8]
- HP Latex Inks have achieved UL Sustainable Product Certification[9]
- GREENGUARD Children & Schools Certified[SM][7] prints on FSC®-certified paper can help building owners obtain LEED credits[10]
- HP PVC-free Wall Paper is FSC® certified

Note: Not all FSC®-certified product is available in all regions.

Design and file preparation

Design and file preparation to print
Enhance job creation, improve color management, and increase efficiency with design tools from a market-leading partner, AVA.

- Add advanced design tools developed for the digital wall decoration market
- Reach completion in record time – reduce the complexity of working with repeat patterns
- Precise screen-to-print color matching helps you meet customer expectations
- Match the digital print to the analog press, ideal for wallcovering manufacturers

For more information, please contact AVA:
avacadcam.com,
sales@avacadcam.com

Customized wall layout

Simple, efficient, and collaborative solution for creating customized walls
Grow and differentiate your business with the easy-to-use, cloud-based[1] HP WallArt solution that simplifies the entire process from wall layout to print and installation.

- Easily produce customized wall decoration applications from wallcoverings to posters
- Help reduce manual processes and gain efficiency and speed
- Generate realistic visualizations with a three-dimensional feel
- Automatic and optimized "RIP-ready" PDF panelization
- Easy, convenient sharing and collaboration enabled by HP cloud-based technology[1]

For more information and to sign up for a free trial today, see
hp.com/go/wallart[1]

File ripping

AVA RIP, integrated into your workflow[2]
Get more color control, accelerate ripping time, and gain integrated workflow efficiencies from a market-leading partner, AVA, with the AVA RIP.

- You can save time with advanced, accelerated ripping
- From file preparation to printing, AVA design software enables a seamless workflow
- Enhanced tool designed to help increase color saturation and color gamut
- Automatically generates Fotoba cut marks
- HP Latex Printers are compatible with a wide range of commercial RIPs such as Caldera and ONYX

For more information, please contact AVA: avacadcam.com,
sales@avacadcam.com

Automatic cutting

Automated panel cutting
Help reduce bottlenecks and create workflow efficiencies with automatic, accurate panel cutting from a market leader, Fotoba International.

- New XLD170 WP model automatic cutting device designed for wallcovering panels
- Accurate edge panel cutting on a wide range of media
- Horizontal cutting and vertical slitting of multiple panels simultaneously
- Work with automatic cut marks created by a wide variety of RIPs including AVA, Caldera, and ONYX

For more information, please contact FOTOBA INTERNATIONAL SRL:
fotoba.com,
info@fotoba.com

Proofing and short runs

The proofing solution that helps you get things done faster at your studio
With the HP Designjet L series printers using HP Latex Printing Technologies, print proofs or very short runs directly on the production media which can eliminate issues with proofing on graphics paper.

- Produce proofs directly on the production material and you can eliminate issues with proofing on graphics paper
- Go to market faster – you can sell from proofs with confidence production colors will match
- Improve customer satisfaction and gain flexibility – give your clients a choice among several options, designs, and colors
- An affordable, easy-to-use printer ideal for design studios or small print service providers

1. Requires an HP WallArt account, Internet connection, and connected Internet-capable device. One year free trial license. Cancel at any time. After the free trial, a full HP WallArt license may be purchased. For more information, see hp.com/go/wallart.
2. Applicable to the HP Designjet L26500 Printer series only.
3. For HP PVC-free Wall Paper, chemical analysis demonstrated elemental chlorine to be below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the paper-making process, and not due to the presence of PVC.
4. Some substrates may have inherent odor.
5. With the purchase of the optional dual-roll accessory for HP Scitex LX600 Industrial Printers.
6. Use of white ink requires a separate purchase of the HP Scitex FB500/700 White Ink Upgrade Kit.
7. HP WallArt printed with HP Latex Inks and other prints on HP PVC-free Wall Paper printed with HP Latex Inks are GREENGUARD Children & Schools Certified[SM]. See greenguard.org.
8. 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/produkte-e/bauprodukte/agbb.htm.
9. Certification under the UL Environmental Standard for Sustainability for Printing Inks (UL 2801) demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations. Referred to as CCD-040, an EcoLogo® standard, in Canada. Learn more at ul.com/environment.
10. To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on GREENGUARD Children & Schools Certification[SM], HP PVC-free Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are GREENGUARD Children & Schools Certified.

Recommended HP printers

	HP Designjet L26500 Printer series	HP Scitex LX600 Industrial Printer	HP Scitex LX850 Industrial Printer	HP Scitex FB500 Industrial Printer	HP Scitex FB700 Industrial Printer
Description	Commercial printer designed for printing proofs or very short runs directly onto the production media	Industrial printer designed for unattended, overnight runs ideal for high-volume production		Hybrid industrial printer designed to print on rigid substrates or for specialty short wallcovering runs requiring white ink[1] or extra ink durability	
Maximum media width	155 cm (61 in)	264 cm (104 in)	320 cm (124 in)	163 cm (64 in)	250 cm (98.4 in)
Dual roll	N/A	2 x 124 cm (49 in)	2 x 152 cm (60 in)	N/A	N/A
Media versatility	Coated and uncoated non woven, fabric-backed vinyl, paper-backed vinyl, pre-pasted PVC-free paper[2], paper, peel & stick, and more			Almost any type of rigid or flexible media[3]	
Media loading	Up to 40 kg (88 lb)	Up to 110 kg (242 lb) Up to 2 x 50 kg (110 lb)	Up to 130 kg (286 lb) Up to 2 x 60 kg (132 lb)	Up to 81kg (180 lb)	Up to 81kg (180 lb)
Image quality	1200 dpi, 6 colors	1200 dpi, 6 colors	1200 dpi, 6 colors	Up to 1200 x 600 dpi, 6 colors / 4 colors + white[4]	Up to 1200 x 600 dpi, 6 colors / 4 colors + white[4]
Print speeds	Up to 22,8 m²/hr (246 ft²/hr)	Up to 157 m²/hr (1691 ft²/hr)	Up to 177 m²/hr (1905 ft²/hr)	Up to 37 m²/hr (398 ft²/hr)	Up to 80 m²/hr (861 ft²/hr)
Ink technology	HP Latex Inks (water based)	HP Latex Inks (water based)	HP Latex Inks (water based)	UV-curable, pigment-based inks. White ink printing for undercoats, overcoats, and spot color[4]	

1 Use of white ink requires a separate purchase of the HP Scitex FB500/700 White Ink Upgrade Kit.
2 For HP PVC-free Wall Paper, chemical analysis demonstrated elemental chlorine to be below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the paper-making process, and not due to the presence of PVC.
3 Some rigid substrates may require a special primer.
4 Use of white ink requires a separate purchase of the HP Scitex FB500/700 White Ink Upgrade Kit.

Our solution partners

AVA
avacadcam.com

FOTOBA

For more information visit
hp.com/go/latex

This is an HP Indigo digital print.