



Start bringing in new revenue with digital wallcoverings

The HP digital printing solution for wallcoverings



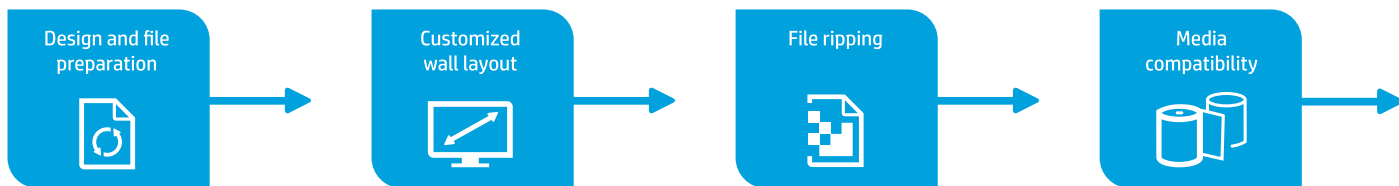
Capitalize on growing demand

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



Build upon modular solution components

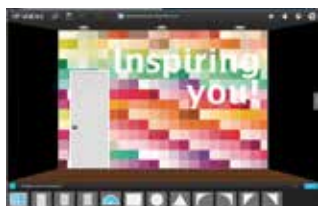


Design and file preparation to print

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
- Accurate screen-to-print color matching helps you meet customer expectations¹
- Match the digital print to the analog press, ideal for wallcovering manufacturers

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



Simple, efficient, and collaborative solution for creating customized walls

Grow and differentiate your business with the easy-to-use, cloud-based² 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 technology²

For more information and to sign up for a free trial today, see
hp.com/go/wallart²



AVA RIP, integrated into your workflow³

Get more color control, help 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

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Broad media compatibility and exciting new applications

Choose from a wide range of compatible substrates from industry-leading media providers.

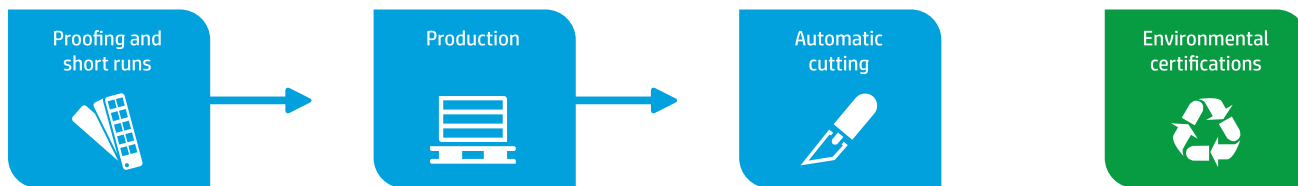
- Print on a wide range of media, textures, and embossing
- More choice among coated or uncoated non woven, vinyl, paper, PVC-free wallpaper,⁴ and many more
- Move straight to production and avoid wasted time and media – choose from optimized HP media and certified substrates from a wide range of media suppliers, and download ICC/media profiles, at hp.com/go/mediasolutionslocator

¹ Contact AVA CAD CAM at sales@avacadcam.com for accurate color management recommendations and criteria.

² 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.

³ Applicable to the HP Latex 260 Printer only.

⁴ 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.



Build upon modular solution components



The proofing solution that helps you get things done faster at your studio

With the HP Latex 200 Printer series 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



Mid-volume printing – on demand

Enable 24/7 production of wallcoverings with the HP Latex 850 and 3000 Printers.

- Eliminate concerns about odor – odorless prints⁵ (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 kit⁶
- Expand your offering with many other rigid decor applications, or, for specialty short wallcovering runs requiring white ink⁷ or extra ink durability, consider the hybrid HP Scitex FB500 and FB700 Industrial Printers



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
FOTABA INTERNATIONAL SRL:
fotoba.com,
info@fotoba.com

Eco Highlights

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

- HP Latex Inks are UL ECOLOGO⁸ and GREENGUARD Children & Schools Certified^{SM9}
- Create wallcoverings that meet AgBB criteria and are rated A+ per Émissions dans l'air intérieur¹⁰
- GREENGUARD Children & Schools Certified^{SM9} prints on FSC[®]-certified paper can help building owners obtain LEED credits¹¹
- HP PVC-free Wall Paper is FSC[®] certified



The mark of responsible forestry
 Not all FSC[®]-certified products are available in all regions.

⁵ Some substrates may have inherent odor.
⁶ With the purchase of the optional HP Latex 126-in Carbon Fiber Dual Roll for the HP Latex 3000 Printer.
⁷ Use of white ink requires a separate purchase of the HP Scitex FB500/700 White Ink Upgrade Kit.
⁸ UL ECOLOGO Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see ul.com/EL).
⁹ HP Latex Inks are GREENGUARD Children and Schools CertifiedSM (see greenguard.org).
¹⁰ 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). 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).
¹¹ 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 CertificationSM, 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 Latex 260 Printer



HP Latex 850 Printer



HP Latex 3000 Printer



HP Scitex FB500 Industrial Printer



HP Scitex FB700 Industrial Printer

	HP Latex 260 Printer	HP Latex 850 Printer	HP Latex 3000 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 mid-volume production		Hybrid industrial printer designed to print on rigid substrates or for specialty short wallcovering runs requiring white ink ¹² or extra ink durability	
Maximum media width	155 cm (61 in)	320 cm (126 in)	320 cm (126 in)	163 cm (64 in)	250 cm (98.4 in)
Dual roll	N/A	2 x 152 cm (60 in)	2 x 160 cm (2 x 63 in) ¹³	N/A	N/A
Media versatility	Coated and uncoated non woven, fabric-backed vinyl, paper-backed vinyl, pre-pasted PVC-free paper ¹⁴ , paper, peel & stick, and more			Almost any type of rigid or flexible media ¹⁵	
Media loading	Up to 40 kg (88 lb)	Up to 130 kg (286 lb) Up to 2 x 60 kg (132 lb)	Up to 160 kg (350 lb) Up to 2 x 65 kg (2 x 140 lb)	Up to 81 kg (180 lb)	Up to 81 kg (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 ¹²	Up to 1200 x 600 dpi, 6 colors / 4 colors + white ¹²
Print speeds	Up to 22.8 m ² /hr (246 ft ² /hr)	Up to 177 m ² /hr (1905 ft ² /hr)	Up to 180 m ² /hr (1950 ft ² /hr)	Up to 37 m ² /hr (398 ft ² /hr)	Up to 80 m ² /hr (861 ft ² /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 ¹²	

¹² Use of white ink requires a separate purchase of the HP Scitex FB500/700 White Ink Upgrade Kit.

¹³ With the purchase of the optional HP Latex 126-in Carbon Fiber Dual Roll for the HP Latex 3000 Printer.

¹⁴ 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.

¹⁵ Some rigid substrates may require a special primer.

Our solution partners



For more information visit
hp.com/go/wallcovering

HP Latex 260 Printer (formerly the HP Designjet L26500 Printer series)
HP Latex 850 Printer (formerly the HP Scitex LX850 Printer)

