

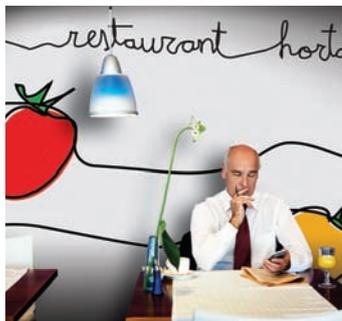
# PUT CAPTIVATING

PHOTOGRAPHY, GRAPHICS, IMAGES

ON EVERY **WALL** in **PLACES** you  
couldn't **GO BEFORE.**



See where the HP wall paper solution can take your business.



## The HP solution starts with HP PVC-free Wall Paper

### The texture, feel, and finish of true wall paper—without the PVC

Create custom-designed, truly unique wall decoration with a printing material that enables a powerful combination of professional photography, professional interior design, and digital printing technology. Prints have the look and feel of professional wall paper, but they don't have the PVC. Whether you find the inspiration in your own photography—or in helping your customers realize their creative vision—your business is looking at new opportunities, and new profit potential.

### Installation and removal is a snap

You're likely to end up saving money with this cost-effective solution. This wall paper is pre-pasted—simply activate the glue with water and install. There's no need to handle separate glues or adhesives, and no glue waste to deal with. You get strong adhesion, yet with this strippable wall paper, removal is easy and clean.<sup>1</sup> Clean removal is even covered by an HP warranty.<sup>2</sup>

## The solution reaches its full potential with HP Latex Ink Technology

### Odor-free prints are perfect for home, office, even restaurant decoration

Now you can create wall decoration for all types of interiors, even in environments where distracting display odor can be a concern. HP PVC-free Wall Paper printed with water-based HP Latex Inks produces odorless prints that meet GREENGUARD criteria for low emitting products.<sup>3</sup> This is a clear advantage over prints produced with solvent inks, and creates all kinds of new opportunities from decorating home interiors to attracting new business among environmentally conscious customers.

### Reliable, consistent HP performance

To keep your workflow running smoothly, we design the entire HP large-format printing system together—including Original HP printing materials, HP ink formulations, and the HP printer—to provide reliable, trouble-free printing.

## Some technical highlights

- HP Latex Ink indoor prints meet GREENGUARD criteria<sup>3</sup>
- Flame retardant: class A approved fire certification
- Up to 20 years display permanence indoors, away from direct sun<sup>4</sup>
- Can be applied as a regular wall paper, also meets commercial wall covering standards
- PVC-free alternative with a true, ultra-smooth wall paper finish

## Ordering information

CH003A  
HP PVC-free Wall Paper  
165 g/m<sup>2</sup>  
1372 mm x 30,5 m  
(54 in x 100 ft)

<sup>1</sup> HP PVC-free Wall Paper can be easily removed from the wall. Residual adhesive can be easily wiped clean with water and a sponge.

<sup>2</sup> Some warranty limitations apply, see the HP PVC-free Wall Paper warranty statement at [www.hp.com/go/HPMediaWarranties](http://www.hp.com/go/HPMediaWarranties).

<sup>3</sup> HP PVC-free Wall Paper printed using HP Latex Inks is listed in the GREENGUARD product listing for low emitting products and is tested to the GREENGUARD standards. This paper is not GREENGUARD Certified. The GREENGUARD environmental Institute is an American National Standards Institute (ANSI) authorized standards developer that establishes acceptable indoor air standards for indoor products, environments, and buildings. See [www.greenguard.org](http://www.greenguard.org).

<sup>4</sup> Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab. See [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).

Progressive Profitable Printing





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