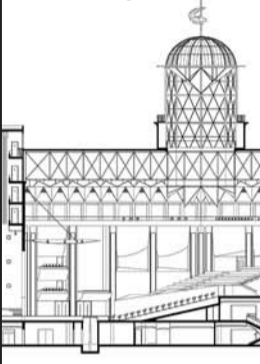






HP LARGE FORMAT MEDIA APPLICATION

TECHNICAL

	Target application	Customer needs	Media needs	HP solution	Customer Benefits
Technical Solutions	 <p>Final drawing</p>	<ul style="list-style-type: none"> - Low cost - High quality drawing - Durable 	<ul style="list-style-type: none"> - Superior bleed control - Crisp text and lines - Vivids colors - Durable 	<ul style="list-style-type: none"> HP Bond Papers - HP Universal Bond - HP Bright White Inkjet Paper - HP Recycled Bond Paper 	Excellent lines and text with reduce cost
				<ul style="list-style-type: none"> HP Coated Papers - HP Coated Paper - HP Universal Coated Paper - HP Special Inkjet Paper - HP Inkjet Coated Paper - HP Cockle-free Coated Paper 	Solid color with blacker blacks and vivid colors
				<ul style="list-style-type: none"> HP Heavyweight Coated Papers - HP Heavyweight Coated Paper - HP Universal Heavyweight Coated Paper - HP Cockle-free Heavyweight Coated Paper 	All the benefits of coated paper but greater durability
				HP Super Heavyweight Plus Matte Paper	All the benefits of heavy weight coated but worms free and greater durability
	 <p>Reproduction/Archiving</p>	<ul style="list-style-type: none"> - Handling - Long Life time 	<ul style="list-style-type: none"> - Smudge resistant - Durability - Archivable 	HP Matte Film	Smudge resistant
				HP Clear Film	Clear text and graphics on overlays and transparencies
				HP Natural Tracing Paper	Cellulose based, excellent for archivable final drawings
	 <p>Presentations</p>	<ul style="list-style-type: none"> - Solid colors - Crisp text and lines - Reliable Mounting 	<ul style="list-style-type: none"> - High ink load capacity - Free of artifacts 	<ul style="list-style-type: none"> HP Super Heavyweight Plus Matte Paper HP Cockle-free Heavyweight Coated Paper 	Same as heavy weight coated but free of artifacts
				<ul style="list-style-type: none"> HP Self Adhesive Gloss Polypropylene HP Everyday Adhesive Matte Polypropylene 	Tear-resistant, easy to mount with permanent adhesive
				<ul style="list-style-type: none"> HP Premium Plus Photo Media - HP Premium Instant-dry Photo Papers - HP Premium Plus Photo Papers 	Great Photo Quality with long lasting images
<ul style="list-style-type: none"> HP Universal Photo Media - HP Universal Instant-dry Photo Papers - HP Universal Photo Papers 				Suitable Photo Quality at a reduced cost	




CREATIVES

	Target application	Customer needs	Media needs	HP solution	Customer Benefits
DFA Solutions	 <p>Art Reproduction</p>	<ul style="list-style-type: none"> - Excellent print quality - Museum look and feel - Color consistency - Color accuracy - Reliable mounting - Free of any artifact - Image Permanence - Minimal metamerism 	<ul style="list-style-type: none"> - High ink load capacity - Free of artifacts - Different textures, grammaage and thickness - Neutral white, no OBA's - Acid free - High Rag content - Easy mounting 	<ul style="list-style-type: none"> HP Canvas - HP Professional Matte Canvas - HP Collector Satin Canvas - HP Artist Matte Canvas - HP Universal Matte Canvas 	Wide variety of substrates: from Museum quality print output (HP Professional Matte Canvas) with a 2x1 weave fabric construction for a very reliable mounting to Optimum print quality at a effective cost and with a good reliable mounting with HP Universal Canvas
				<ul style="list-style-type: none"> HP Hahnemuhle DFA Papers - HP Hahnemuhle Textured Fine Art Paper (265 gr/m² & 310 gr/m²) - HP Hahnemuhle Watercolor Paper 	100% Rag base from Hahnemuhle with a special inkjet coating optimized to provide an excellent Image Quality and permanence. Different grammages and finishes to better emulate FA reproductions
				<ul style="list-style-type: none"> HP Fine Art Papers - HP Canvas Paper - HP Aquarella Art Paper 	Paper based products with a textured finish to better emulate FA reproductions and an affordable price
				HP Matte Litho-realistic Paper	Excellent print quality on smooth natural white paper at an affordable price
	 <p>Photo/poster Art</p>	<ul style="list-style-type: none"> - Excellent print quality - Great color saturation and color gradation - Color consistency - Color accuracy - Deep blacks - Neutral B&W - Image Permanence 	<ul style="list-style-type: none"> - High ink load capacity - D-max - Free of artifacts - Different textures, grammaage and thickness 	<ul style="list-style-type: none"> HP Hahnemuhle Smooth Fine Art Paper (265 gr/m² & 310 gr/m²) 	Excellent performance in blacks. High color saturation. 100% Rag. Smooth finish more associated for photos
				HP Artist Matte Canvas	Excellent print quality on a Canvas at an affordable price
<ul style="list-style-type: none"> HP Matte Litho-realistic Paper HP Canvas Paper 				Excellent print quality on smooth natural white paper at an affordable price	
Proofing	 <p>Concept Proofing</p>	<ul style="list-style-type: none"> - High quality text typography and layout drawing - Must be good enough to communicate the idea and get final customer approval 	<ul style="list-style-type: none"> - Superior bleed control - Crisp text and lines - Optimum colors 	HP Super Heavyweight Plus Matte Paper	Paper based with excellent print quality free of artifacts
				<ul style="list-style-type: none"> HP Premium Plus Photo Media - HP Premium Instant-dry Photo Papers - HP Premium Plus Photo Papers 	Great Photo Quality with long lasting images
				<ul style="list-style-type: none"> HP Universal Photo Media - HP Universal Instant-dry Photo Papers - HP Universal Photo Papers 	Suitable Photo Quality at a reduced cost
	 <p>Contract Proofing</p>	<ul style="list-style-type: none"> - Accurate inkjet simulation of future offset or gravure printout - A contractual reference printout with a copy handed over to client and original archived - A document with legal value in case of claim or lawsuit 	<ul style="list-style-type: none"> - Meet requirements set by Color Standard Consortiums (FOGRA, GRACOL, ISO, etc.) as necessary by application: <ul style="list-style-type: none"> - L*, a*, b* - Color stability shift, etc. 	HP Premium Semi-gloss Proofing Paper	Media certified by FOGRA (id:21441), 240 gr/m ² , compatible with pigmented inks
				<ul style="list-style-type: none"> HP Professional Semi-gloss and High-gloss Contract Proofing Paper 	FOGRA Certified system when printing with DJ Z6100 and DJ Z2100 using EFI Color proof XF SP2 (ID: 21022)
				<ul style="list-style-type: none"> HP Bond Papers - HP Universal Bond - HP Bright White Inkjet Paper 	Excellent lines and text with reduce cost. Optimum color performance
Photo	 <p>Exhibitions, Galleries, limited editions</p>	<ul style="list-style-type: none"> - Image quality (grain free, image depth) - Excellent colors, very deep blacks - Color Consistency - Color Accuracy - Gray neutrality - Image Permanence and Durability - Minimal metamerism - Fast Drying time - Wide range of substrates - Continuous tone-like - Neutral B&W 	<ul style="list-style-type: none"> - High ink load capacity - Free of artifacts - Wide variety of substrates (gloss, satin, matte, different grammages and thickness) - Optimum Look and feel - Gloss uniformity 	HP Professional Satin Photo Paper	Outstanding look and feel, Image Quality and Permanence with a nice pearl satin finish
				HP Premium Instant-dry Photo Papers	Superior output with HP Designjet Z series printers and instant-dry times, 260 g/m ²
				HP Universal Instant-dry Photo Papers	Good quality and fast dry time at an affordable price point, 190 g/m ²
				HP Everyday Pigment Ink Photo Papers	Good quality and fast dry time at a very good price point, best price-performance ratio for pigment inks, 235 g/m ²
				HP Premium Matte Photo Paper	Very nice output with a matte finish and a very affordable price
	HP Baryte Satin Art Paper	Designed to replicate traditional silver halide "look and feel". Optimized for portraits and highly suitable for vintage photo reproductions it combines outstanding performance and IQ with long term stability			
	 <p>Retail</p>	(See Graphics table)			
 <p>Social, wedding, portraits</p>	<ul style="list-style-type: none"> - Image quality (grain free, image depth) - Excellent colors, very deep blacks - Color Consistency - Color Accuracy - Gray neutrality - Image Permanence and Durability - Fast Drying time - Continuous tone-like - Neutral B&W - Cost effectiveness 	<ul style="list-style-type: none"> - High ink load capacity - Free of artifacts - Affordable - Good Gloss uniformity - Easy mounting and lamination 	<ul style="list-style-type: none"> HP Premium Instant-dry Photo Papers 	Superior output with HP Designjet Z series printers and instant-dry, 260 g/m ²	
			<ul style="list-style-type: none"> HP Universal Instant-dry Photo Papers 	Good quality and fast dry time at an affordable price point, 190 g/m ²	
			<ul style="list-style-type: none"> HP Everyday Pigment Ink Photo Papers 	Good quality and fast dry time at a very good price point, best price-performance ratio for pigment inks, 235 g/m ²	
			<ul style="list-style-type: none"> HP Premium Matte Photo Paper 	Very nice output with a matte finish and a very affordable price	
			<ul style="list-style-type: none"> HP Baryte Satin Art Paper 	Designed to replicate traditional silver halide "look and feel". Optimized for portraits and highly suitable for vintage photo reproductions it combines outstanding performance and IQ with long term stability	

HP LARGE FORMAT MEDIA APPLICATION



GRAPHICS

Target application	Customer needs	Media needs	HP solution	Customer Benefits
Trade show/Event Displays 	<ul style="list-style-type: none"> - Impactful colours and great looking Photo-quality images - Affordable and productive solution - Reliable mounting and easy to use - Indoor durability - Variety of substrates - Colour consistency across substrates 	<ul style="list-style-type: none"> - High ink load capacity - Vivid colours - Indoor durability - Tear resistance 	HP Banner Material - HP Opaque Scrim Banner - HP Matte PP - HP Durable Display Film - HP Durable Banner with DuPont™ Tyvek® - HP PVC-free Banner	Water-resistant with pigment ink suitable for banner use, strong durable material, fast drying substrates
			HP Self-Adhesive Material - HP Two-view Cling Film - HP Adhesive Vinyl - HP SA Gloss PP - HP Everyday Adhesive Matte Polypropylene	Easy to handle and post processing especially mounting and lamination
			HP Fabrics - HP Durable Flag Fabric - HP Paper-backed Polyester Fabric	Tear and water resistance with look and feel of fabric suitable for banner application
			HP Photo Papers - HP Everyday Pigment Ink Photo Paper - HP Universal and Premium Instant-dry Paper	Image Quality with pigment inks, instant-dry and high fade resistance and water resistance with pigment inks
			HP Backlit - HP Premium Vivid Colour Backlit Film	Image Quality performance, substantial thickness and fast drying time allows for easy handling and ~20% cheaper than the previous backlit product
			HP Fine Art Material - HP Matte Litho-realistic	Image Quality performance with high ink capacity, smooth surface and professional look and feel, great price-quality ratio
			HP Super Heavyweight Coated Paper	Image Quality performance with high ink capacity, smooth surface and professional look and feel, great price-quality ratio
			HP Graphic Film - HP Vivid White Glossy Polyester Film	A white, high gloss film for exceptional colour vibrancy and colour reproduction
POP and retail displays 	<ul style="list-style-type: none"> - Impactful colours and crisp lines - Easy Handling - Affordable and productive solution - Colour Consistency - Indoor durability 	<ul style="list-style-type: none"> - Durability - Fade resistance - Tear resistance - High ink capacity 	HP Coated Paper - HP Coated Paper - HP Heavyweight Coated Paper - HP Super Heavyweight Coated - HP Yellow Paper - HP Cockle-free Coated Paper - HP Cockle-free Heavyweight Coated Paper	High performance regarding Image Quality, details and lines and contrast
			HP Banner Material - HP Opaque Scrim Banner - HP Matte PP - HP Durable Display Film - HP Durable Banner with DuPont™ Tyvek® - HP PVC-free Banner	Same as above + water-resistant with pigment ink suitable for banner use, strong durable material, fast drying substrates
			HP Photo Papers - HP Everyday Pigment Ink Photo Paper - HP Universal and Premium ID Paper	Meet customer needs with photo quality
			HP Fabrics - HP Durable Flag Fabric - HP Paper-backed Polyester Fabric - HP Cotton Matte Fabric	Meet customer need with high level sophisticated material
			HP Self-Adhesive Material - HP Two-view Cling Film - HP Adhesive Vinyl - HP SA Gloss PP - HP Everyday Adhesive Matte Polypropylene	Easy to handle and post processing especially mounting and lamination, good fade resistance for products compatible with pigment inks
			HP Graphic Film - HP Vivid White Glossy Polyester Film	A white, high gloss film for exceptional colour vibrancy and colour reproduction
Short-term Outdoor Signage 	<ul style="list-style-type: none"> - Solid colours - Allow for robust handling - Outdoor Durability 	<ul style="list-style-type: none"> - Reliability - Crisp line and text - Vivid colours - High contrast - Indoor durability - Media colour consistency 	HP Banner and Sign material - HP Opaque Scrim Banner - HP Matte PP - HP Outdoor Paper - HP Outdoor Billboard Blue Back Paper - HP Durable Banner with DuPont™ Tyvek® - HP PVC-free Banner	Good Image Quality, water resistant and fade resistant with pigment ink, strong durable material, fast drying substrates
			HP Self-Adhesive Material - HP Adhesive Vinyl - HP Matte Adhesive- back PP - HP Everyday Adhesive Matte Polypropylene	High Image Quality, easy to handle and post processing especially mounting and lamination, good fade resistance with pigment inks

Graphics Solutions

BANNER & SIGN



PHOTO PAPERS



BACKLIT



DFA PAPERS



FABRIC AND TEXTILE



SELF-ADHESIVE



CANVAS



BOND AND COATED PAPERS, FILMS



PROOFING PAPER



HP LARGE FORMAT
MEDIA
POSSIBILITIES