

HP Large Format Media

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globalBMG.com/HP

News Release

Low-Cost Adhesive Vinyl for HP Latex Printers Can Help Reduce Environmental Impact

HP updates its economical intermediate adhesive vinyl for large-format printing to help meet rigorous environmental standards and provide better image quality.

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¹ 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 Declaration published at [HP Printing Products and Consumable Supplies](#).

² With HP Latex Inks. HP image permanence and scratch, smudge, and water resistance estimates by HP Image Permanence Lab on a range of media including HP printing materials. For more information, see globalBMG.com/hp/printpermanence.

Sarasota, FL., October 29, 2014 — HP introduces the latest innovation in inkjet printing materials optimized for HP Latex printers: HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl. The updated vinyls with a permanent adhesive provide environmental advantages and are economical.

The new vinyl is REACH-compliant¹, a regulation the European Union adopted to improve the protection of human health and the environment. Print service providers now have an alternative vinyl that offers environmental advantages at a lower cost.

Ideal for a wide range of indoor and outdoor applications, from event signage to retail displays, HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl provide a wide color gamut and excellent ink saturation to deliver vibrant, long-lasting images. The new vinyls are also highly opaque to provide a high-quality finished look.

The thicker release liner is more stable and is designed to avoid bubbling and wrinkling during production. The increased thickness also makes prints easy to handle and install.

HP Permanent Matte Adhesive Vinyl has a semi-matte finish, and is ideal for environments where glare is an issue. The matte and gloss versions also provide outdoor display permanence of three years un-laminated and up to five years laminated².

HP Permanent Gloss Adhesive Vinyl and HP Permanent Matte Adhesive Vinyl are available in 30-, 36-, 42-, 54- and 60-inch widths. For more information and to find a re-seller near you, contact HP's licensing partner, Brand Management Group (BMG), at 888-893-4668, or go to www.globalBMG.com/hp.

About Brand Management Group

BMG supports its worldwide dealer network with distribution at key geographical points, personal and prompt service, and unmatched product and technical support. Each member of the Brand Management Group team has extensive experience selling and supporting OEM inkjet media and supplies, and has a wealth of knowledge and technical expertise in the global wide-format printing market. To learn more about BMG, go to www.globalBMG.com

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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