

BMG Complete HP Vinyl Solution Warranty

A warranty that provides you with an assurance of quality, and your customers with peace of mind for the HP Prime and Optimal portfolio.



The design of wide-format applications requires a good understanding of substrate options, printer, and ink capabilities, as well as finishing and display techniques. One key aspect to be considered is the durability of the prints. How long will they last? Will they resist the “wear and tear” to which the application will be subjected? Is lamination required, or will the application be robust enough without lamination?

Of course, wide-format prints are used for an extremely wide range of applications and the sources of potential damage can vary significantly between applications. Vehicle graphics, for example, will be subjected to the damaging UV rays in sunlight and regular washing—durability requirements in this case are very high. At the other extreme, some event graphics and signs may be required for only a few days. Durability requirements in this case are relatively low—in fact, the question in this case is whether lamination is required at all.

The components of durability

Durability is the ability to withstand “wear and tear” from the different sources of potential damage to which prints may be exposed.

Light-fade resistance

Light-fade resistance, sometimes referred to as print permanence, is a measure of how well a print resists fading with exposure to light and other environmental factors such as ozone. The color of an ink comes from its dyes or pigments, and over time these particles will be broken down by UV rays in sunlight, resulting in colors that fade. Prints produced with inks that contain pigments, such as HP Latex Inks, tend to last longer than prints produced with inks that contain dyes, but nonetheless they will start to fade over time depending on the intensity of UV light exposure. Since the amount of UV light varies greatly between different locations, HP tests light-fade resistance in three different conditions which represent typical display locations for wide-format graphics:



Outdoor display

Test conditions are representative of signs, banners, and other outdoor applications that are subjected to direct sunlight and rain. The testing environment takes into consideration the worst case of direct and indirect sunlight conditions as well as excessive humidity environments which have an aggressive effect on substrates.¹



Indoor in-window display

Test conditions are representative of prints displayed in a window receiving partial or direct sunlight, for example signage in a retail store window which faces directly onto an outside street.²



Indoor away from direct sunlight

Indoor away from direct sunlight test conditions are representative of prints installed indoor and away from direct sunlight. A typical application example is a print installed under common indoor lighting and environmental conditions.³

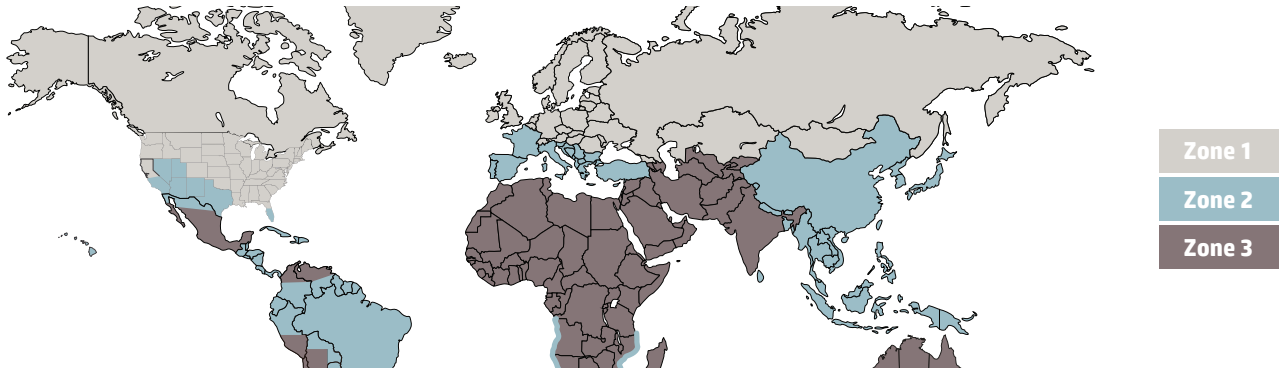
1. Outdoor display permanence rating according to SAE J2527; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. For more information, see [HPLFMedia.com/hp/printpermanence](https://hplfmedia.com/hp/printpermanence).
2. Interior in-window display ratings by HP Image Permanence Lab. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6,000 Lux/12 hr day. For more information, see [HPLFMedia.com/hp/printpermanence](https://hplfmedia.com/hp/printpermanence).
3. Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab. For more information, see [HPLFMedia.com/hp/printpermanence](https://hplfmedia.com/hp/printpermanence).

HP adhesive vinyl and light-fade resistance

This table is representative of the expected life of prints produced with HP Latex Inks on different media types and in different display environments based on internal testing by the HP Image Permanence Lab. Durability is measured in years based on tests using an HP Latex 500 series printer with Original HP 831 and 871 Latex Inks in Zone 1. Laminated performance is based on the application of an HP Gloss or Matte Polymeric Overlamine. For detailed test results for each product, see HPLFMedia.com/hp/printpermanence.

Potential durability reductions

The expected durability is defined as the expected performance life within vertical exposure conditions. Vertical exposure is defined as the face of the graphic being up to 10 degrees from vertical. The actual performance life will depend on a variety of factors, including selection and preparation of substrate, angle and direction of exposure, application methods, environmental conditions,⁸ and cleaning/maintenance of the adhesive vinyl. Durability ratings are based on vertical applications in Zone 1. Films used in Zone 2 will be reduced by up to 50%; films used in Zone 3 will have up to 50% reduction from Zone 2.



Lamination techniques and recommendations

Lamination is a finishing technique in which a transparent film or clear coat is applied on top of a printed graphic. Two main techniques exist—film lamination and liquid (clear coat) lamination. HP Gloss or Matte Polymeric Overlamines are recommended. These materials are engineered and designed together for maximum durability and UV protection. Graphics used on vehicles or subject to abrasion require an HP polymeric overlamine. General recommendations for lamination when using an HP Latex 500 series printer with Original HP 831 and 871 Latex Inks:

Duration	Recommendation
Short-term applications (< 1 month)	Lamination not typically required, unless harsh conditions expected
Mid-term applications (1-6 months)	Lamination recommended, especially if graphics are expected to receive repeated rubbing or scuffing (e.g. graphics on doors and fleet / vehicle graphics)
Long-term applications (> 6 months)	Lamination strongly recommended

4. Outdoor unprinted display permanence rating based on white background color change according to SAE J2527; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. For more information, see HPLFMedia.com/hp/printpermanence.

5. Display permanence rating for interior displays/away from direct sunlight, by HP Image Permanence Lab. For more information, see HPLFMedia.com/hp/printpermanence.

6. Interior in-window display ratings by HP Image Permanence Lab. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6,000 Lux/12 hr day. For more information, see HPLFMedia.com/hp/printpermanence.

7. Outdoor display permanence rating according to SAE J2527; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. For more information, see HPLFMedia.com/hp/en/printpermanence.

8. High elevations: In mountain areas UV damage is increased over exposures at sea level. This is due to the air being thinner and therefore damage of UV radiation increases significantly. Congested urban or industrial areas: Due to increased smog, pollutants, and particulates in the atmosphere, applications of this kind have reduced durability expectations. Horizontal applications trap pollutants on the surface of the material, increasing the impact of UV exposure and reducing durability.

BMG Complete HP Vinyl Solution Warranty

Warranty Overview

The BMG Complete HP Vinyl Solution Warranty covers image defects when printing, image fade, film cracking, crazing, film lifting or peeling, blistering, and vinyl discoloration.

		HP Prime portfolio	HP Optimal portfolio
Physical defects in HP product	Obvious damage for any reason	●	●
Manufacturing defects and ink performance	Visual defects	●	●
	Adhesive defects	●	●
	Adhesion failure on recommended substrates	●	●
Printing defects and ink performance	Image defects when printing	●	●
	Excessive image fading	●	●
	Image cracking, crazing, or peeling	●	●
	Blistering	●	●
Cutting defects	Clean cutting and weeding	●	●
Graphic appearance	As defined in the HP product technical data sheet	●	●
Removal	Removable or changeable products do not remove as stated	●	●

Individual Product Limited Warranty

Brand Management Group (BMG) warrants to the Print Service Provider (PSP) and End User for whom a graphic was produced that each HP Prime or HP Optimal product will be free of the defects listed above and manufactured to the specifications described in the applicable HP product technical data sheet in effect at the time of product purchase. Additional warranties, if any, offered by the Print Service Provider (PSP) are separate and exclusive of the BMG warranty.

Finished Product Limited Warranty

BMG further warrants to the End User for whom a graphic was produced that when graphics are made using exclusively HP Prime or HP Optimal products, BMG will honor all warranties extended to the Print Service Provider (PSP) who sold or produced the graphics as described in the applicable HP product technical data sheet in effect at the time of the product purchase. Additional warranties, if any, offered by the Print Service Provider (PSP) are separate and exclusive from the BMG warranty.

Expected Performance Life

Expected Performance Life is a reliable expectation of the period of time that the HP Prime or HP Optimal products should perform satisfactorily for the intended purpose when applied to flat, vertical substrates in a non-abusive environment.

Warranty Period

The Warranty Period is the period of time during which BMG guarantees that when all HP Prime or HP Optimal products are used in a graphic construction, the graphic construction will perform as stated in the current HP product technical data sheet when the products are processed, used, and applied according to the HP product technical data sheet.

Defect Coverage

This coverage applies only when the defect results in the HP Prime or HP Optimal product not meeting the description stated in the applicable HP product technical data sheet and whether such defects affect the usefulness of the graphic as determined by customary industry standards.

- Physical defects—Defects incurred during manufacturing, packaging, or shipment.
- Manufacturing defects—Visual and adhesive defects that prevent using the product as described in the applicable HP product technical data sheet, including adhesion to the recommended substrates.
- Printing and ink defects—Artifacts or misprints over which the Print Service Provider (PSP) has no control when printing on HP Prime or HP Optimal products with the recommended HP large-format printers and Original HP inks or related imaging equipment.
- Cutting defects—Clean cutting and weeding characteristics when cut as recommended in the applicable HP product technical data sheet.
- Finished graphic appearance defects—Defects including those attributed to Original HP ink, such as excessive fading, discoloration, cracking, crazing, peeling, blistering, or loss of adhesion that makes the graphic visually unsuitable for its intended purpose when viewed with the intended lighting, angle, and distance for such a graphic, as determined by customary industry standards.

Warranty Limitations

HP product technical data sheets may include limitations specific to the product(s) being used or its intended applications, which take precedence over any statement made in this Warranty Statement. HP product technical data sheets may be obtained at HPLFMedia.com.

- **Defined End Uses Limitation.** This warranty applies to only HP Prime or HP Optimal products that are used by knowledgeable and skilled Print Service Providers (PSPs) and installers for the end uses and in the combinations described in the applicable HP product technical data sheet. For any other use, the user is responsible for determining the suitability of the product and for any and all risk or liability associated with that use or application.
- **Fitness for Use Limitation.** BMG makes no claim for fitness of use other than those described in the applicable HP product technical data sheet in effect at the time of purchase.
- **Product Misuse Limitation.** This warranty does not cover products that are modified or damaged through improper storage, misuse, abuse, accident, vandalism, neglect, or mishandling of processed or unprocessed products by any person.
- **Ink Performance Limitation.** BMG does not warrant the product if failure is due to performance or appearance issues related to the inks used, such as image fading, cracking, peeling, or any other issues associated with the printing ink. For specific ink and media print permanence visit HPLFMedia.com/hp/printpermanence.
- **Adhesion to Application Surfaces Limitation.** This warranty does not cover the HP Prime or HP Optimal products if the application surface is not properly prepared; nor does the warranty cover damage to the substrate because the layers of the substrate separate due to a lower bond between those layers than the bond between the product and the top layer of the substrate.
- **Damage to the Substrate.** No warranty is given for damage to the substrate due to the effect of the adhesive, ink bleed through, or fading.
- **Improper Substrate Preparation Limitation.** BMG does not warrant failure that results from an improperly cleaned and prepared substrate.
- **Paint Staining Limitation.** BMG does not warrant vehicle paint staining that may be visible after removing a printed graphic.
- **Weathering Effects Limitation.** Some degradation of finished graphics over time is considered normal wear. BMG warrants that at the end of the Warranty Period, the graphics will be in commercially acceptable service condition from normal viewing distances and the products will retain their stated properties.
- **Glass Breakage Limitation.** This warranty does not cover glass breakage. Glass is prone to break under the stresses caused by temperature changes across the surface, which could be amplified by the application of the product.

Except as specifically stated in this document, Brand Management Group shall not be liable for any direct, indirect, incidental, special or consequential damages (including, but not limited to, loss of profits, revenue or business) resulting from, or in any way related to, performance, use or inability to use. This limitation applies regardless of the legal theory upon which damages are sought.

Additional special reimbursement remedies for specific approved warranty claims

- **Removable (GR) and Repositionable (GRP) Films Removal Remedy.** Does not include Fleet Labor claims. If the HP Prime or HP Optimal product is described in the applicable HP product technical data sheet as Removable or Repositionable, BMG warrants the products to be clean-removing for a period of two years from installation date and are guaranteed not to leave more than 20% adhesive residue when removed with heat. Reimbursement of removal costs shall not exceed two times (2X) the cost of the HP Prime or HP Optimal products used.
- **HP Optimal Air GRP with an HP polymeric overlamine is recommended for fleet applications with slight curves.**
 - **Labor Reimbursement Remedy for Straight Trucks, Semi-Tractors, and Semi-Trailers Covered by Warranty.** This remedy is offered exclusively to the original graphics purchaser with these limitations: (a) the graphics are made from one of the HP Optimal solutions, and (b) applied to new Straight Trucks, Semi-Tractors, and Semi-Trailers that (c) are still owned by the original graphics purchaser. The products included in this Remedy are the HP Optimal products as described in the applicable HP product technical data sheets. For applications that meet these requirements, BMG will reimburse a reasonable portion of the direct costs, based on the prorated HP Optimal product replacement and labor reimbursement for reasonable and documented costs, to remove, remake, and reapply graphics that meet these requirements for approved warranty claims.
 - **Paint Refurbishing Remedy for Vehicles for the HP Optimal Solution.** When (a) graphics are made using exclusively the HP Optimal solution and procedures, and (b) there is proof that a pre-installation inspection and record was completed, including photographs of the vehicle, before the graphics were installed, BMG will pay a portion of the reasonable costs of refurbishing painted surfaces if the vehicle surface is damaged during film removal (not including damage caused by tools or chemicals) for approved warranty claims. BMG's coverage will not exceed two times (2X) the cost of the HP Optimal solution used to mark an individual vehicle and will be limited to an annual disbursement of no more than 2% of the Print Service Provider's (PSP's) total HP Optimal solution purchases during the calendar year for the production of vehicle graphics. This limitation applies to each customer's total purchases for all locations. The amount of total purchases does not accumulate and cannot be carried over to future years.

Labor Reimbursement Remedy Limitations. None of the reimbursement remedies described above includes coverage for the following:

- Labor reimbursement for graphics covered by any BMG or HP warranty except the BMG Complete HP Vinyl Solution Warranty.
- Compensation for machine burden, overhead, travel, supervision, lost profits, or other consequential damages.
- Compensation for damage to the following substrates resulting from graphic removal, even when using a removable or changeable product:
 - Any interior painted architectural surface (for example, walls).
 - Any surface that has a pre-existing unstable or unsound paint or surface finish.
 - Any surface that has damage, improperly repaired damage, or damage that occurs while the graphic is in use, such as holes in walls or body damage on fleet or vehicles.

Remedies and Limitation of Liability

For any HP Prime or HP Optimal products that do meet the warranty terms (for approved warranty claims), upon timely notification, BMG's sole responsibility, and the Print Service Provider's (PSP's) and End User's exclusive remedy shall be at BMG's option:

(A) Credit the full purchase price of all HP Prime and/or HP Optimal products used to produce the graphic; or

(B) Replace all HP Prime and/or HP Optimal products consumed in the manufacture of the graphics.

No Extension of Warranty. In the case of an approved warranty claim, the replacement graphic or products carry only the remaining term of the original graphic or HP Products' Warranty Period as stated in the applicable HP product technical data sheet.

ABOUT THIS WARRANTY

The warranties stated in this document are exclusive and are made in place of any and all express or implied warranties or conditions, including any implied warranty of merchantability or fitness for a particular purpose, or any industry practice or custom or trade usage.

The warranties and limited remedies stated in this document may not be modified except in writing and modifications must be signed by an officer of Brand Management Group. The terms, conditions, limitations and remedies of all warranties are contingent upon using the HP Prime or HP Optimal products as described in the applicable HP product technical data sheets. Failure to follow the instructions will void all warranties and limited remedies.

EXCEPT AS SPECIFICALLY STATED IN THIS DOCUMENT, NEITHER BRAND MANAGEMENT GROUP NOR HP SHALL BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, LOSS OF PROFITS, REVENUE OR BUSINESS) RESULTING FROM, OR IN ANY WAY RELATED TO PERFORMANCE, USE OR INABILITY TO USE ANY OF THE HP PRODUCTS.

THIS LIMITED WARRANTY IS OFFERED AND IMPLEMENTED BY BMG, AND HP INC. IS NOT RESPONSIBLE FOR SUCH LIMITED WARRANTY OR ITS IMPLEMENTATION.

These limitations apply regardless of the legal theory upon which damages are sought.

BMG Complete HP Vinyl Solution Warranty Certificate

Print Service Providers (PSPs) who produce graphics using HP Latex printers, HP Latex Inks, and HP Prime or Optimal adhesive vinyl purchased through a qualified Distributor or Partner, may register to be recognized with a Certificate of the BMG Complete HP Vinyl Solution Warranty. This recognition provides assurance to your customers of your ability to produce graphics covered by the warranty. This registration and certificate is not required for a PSP to communicate warranty coverage to customers or make a claim for warranty support. Go to HPLFMedia.com/warrantyregistration. Customers should reference the media compatibility chart at support.HPLFMedia.com for additional details.



Notification of Claim

Written notification to BMG must be made of any claims within fourteen (14) days of the date that a warranted failure of the product was discovered or reasonably could have been discovered. Claim notifications must include name and lot/reference numbers for products and processing components, together with a detailed report of processing conditions and in-process test results, finished graphics retain samples, installation date and location, name of graphic installer, and any other pertinent information that is reasonable or requested by Brand Management Group (BMG). BMG has the right to inspect, investigate, and verify all reported claims. Failure to comply with the foregoing conditions constitutes a waiver of all rights under this guarantee and voids any warranty.

End Users, contact your Print Service Provider (PSP) who may submit a claim on your behalf. Print Service Providers (PSPs) use the online claim form, which provides complete details at support.HPLFMedia.com/docs.

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