



PROGRESSIVE  
PROFITABLE  
PRINTING

# 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<sup>1</sup>

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<sup>2</sup> and you're covered by an HP warranty.<sup>3</sup>

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

### Odorless 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 are GREENGUARD Children & Schools Certified<sup>SM4</sup> and meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products.<sup>5</sup> This is a clear advantage over prints produced with solvent inks, and together with mold and mildew resistance,<sup>6</sup> creates all kinds of new opportunities from decorating home interiors to attracting new business among environmentally conscious customers.

### Built with the environment in mind

Now you can go even further to print with the environment in mind—this wall paper is FSC<sup>®</sup> certified and contains 10% recycled content from post-consumer waste.

### 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 are GREENGUARD Children & Schools Certified<sup>SM4</sup> and meet AgBB criteria<sup>5</sup>
- FSC<sup>®</sup> certified
- Mold and mildew resistant<sup>6</sup>
- Flame resistant: Class A, B1, and EN 13501 approved fire certifications
- Up to 20 years display permanence indoors, away from direct sun<sup>7</sup>
- PVC-free<sup>1</sup> alternative with a true, ultra-smooth wall paper finish
- Carries the CE mark<sup>8</sup>

### Ordering information

HP PVC-free Wall Paper, 175 g/m<sup>2</sup>  
 CH098B–1067 mm x 30,5 m (42 in x 100 ft)  
 CH003B–1372 mm x 30,5 m (54 in x 100 ft)  
 CH103A–1372 mm x 91,4 m (54 in x 300 ft)



The mark of responsible forestry



<sup>1</sup> Chemical analysis demonstrated elemental chlorine to be below 200 ppm. Presence of chlorine is attributed to residual chlorine used in paper-making process, and not due to the presence of PVC.

<sup>2</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>3</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>4</sup> HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools Certified.<sup>SM</sup> See [www.greenguard.org](http://www.greenguard.org)

<sup>5</sup> HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products.

See [www.umweltbundesamt.de/produkte-e/bauprodukte/agbb.html](http://www.umweltbundesamt.de/produkte-e/bauprodukte/agbb.html)

<sup>6</sup> GREENGUARD found HP PVC-free Wall Paper, which is designed with a breathable construction, to be mold and mildew resistant using test method GGTM.P040 and following the guidelines of ASTM D 6329. See [http://www.greenguard.org/en/CertificationPrograms/listingprograms\\_copy1/CertificationPrograms\\_microbialProgram.aspx](http://www.greenguard.org/en/CertificationPrograms/listingprograms_copy1/CertificationPrograms_microbialProgram.aspx). No products are mold proof. It is uncertain that any material will resist mold or mildew indefinitely.

<sup>7</sup> With HP Latex Inks. 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)

<sup>8</sup> According to European Standard EN15102.



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For the latest ICC profiles, paper presets, and a variety of resources to help you get the most out of your printer and HP large-format printing materials, please visit [www.hp.com/go/LFPrintingMaterials](http://www.hp.com/go/LFPrintingMaterials)

For detailed information on the HP large-format printing materials portfolio and to order, see [www.hp.com/go/lfprinting/materials-supplies](http://www.hp.com/go/lfprinting/materials-supplies)

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