



## HP Banner Media for Latex Ink and Low Solvent Printers

### Overview

HP banner media provide the versatility mid-volume print service providers (PSPs) need to create a broad range of products for outdoor and indoor use, from durable, long-lasting store displays and exhibition graphics, to building murals, street pole banners and exterior signage.

Custom engineered to seamlessly integrate with HP low-solvent printers and HP Latex Ink printers, which have been designed with the environment in mind, HP banner media delivers optimal results and a reliable printing experience. HP's newly expanded banner media portfolio offers a broad range of substrates including PVC, HDPE, Tyvek® and textile, and features such as recyclability<sup>(1)</sup> and tear and fire resistance, to give PSPs more possibilities to meet customer needs.

### Editorial contacts:

Sarah Steven, HP  
+1 650 557 9277  
sarah.k.steven@hp.com

Camille Heinrich  
Porter Novelli for HP  
+1 415 975 2212  
camille.heinrich@  
porternovelli.com

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
www.hp.com

### HP HDPE Reinforced Banner

A high-density polyethylene (HDPE) media, HP HDPE Reinforced Banner is a competitively priced, recyclable<sup>(1)</sup> alternative to traditional PVC scrim banners. A strong media resilient to outdoor elements, HP HDPE Reinforced Banner also delivers superior image quality over other non-aqueous printers while reducing the impact on the environment. Key features and benefits include:

- A versatile outdoor banner for retail needs, signage solutions and street pole banners
- Designed to be recyclable<sup>(1)</sup> and able to withstand harsh weather conditions with minimal fading and loss of vibrancy
- Temperature, weather and tear resistant for great outdoor durability
- Optimized for high image quality and reliable printing with HP Latex printers as well as low-solvent printers
- HP surface treatment technology that produces a wide color gamut and durable, sharp image quality
- Other technical specifications:
  - 225 g/m<sup>2</sup>
  - 13 mil

### HP Tyvek Banner

HP Tyvek Banner is a highly versatile, lightweight, recyclable media<sup>(1)</sup> that delivers brilliant, high-quality, water fast banners for outdoor and indoor applications. An economical alternative to widely available scrim banners, this durable HDPE banner is easy to hang and grommet, taking the hassle out of installation. Key features and

benefits include:

- Strong but lightweight composition that is tear and scratch resistant for maximum efficiency in processing and installation
- HP surface treatment technology that produces a wide color gamut and durable, sharp image quality with water fast, stay-true color
- Recyclable<sup>(1)</sup>
- Optimized for high image quality and reliable printing with HP Latex printers, as well as low-solvent printers
- Other technical specifications:
  - 125 g/m<sup>2</sup>
  - 11.2 mil

### **HP Heavy Textile Banner**

HP Heavy Textile Banner is a woven media that combines durability, versatility and recyclability. This smooth polyester banner is fire resistant, making it safe for a variety of indoor uses, such as window displays or indoor drapes. Key features and benefits include:

- Durable, woven polyester banner that can be stitched for use in outdoor and indoor applications
- Tear and scratch resistant
- Fire-resistant media certified for indoor use<sup>(2)</sup>
- Designed to be an environmentally responsible alternative, when used with HP Latex printers,<sup>(1)</sup> to traditional banner materials banners
- High whiteness that enhances the impact and visibility of the extensive HP Latex Ink color range
- Does not require lamination for outdoor applications when used with HP Latex printers, as well as other low-solvent solutions
- Other technical specifications:
  - 282 (+/- 7) g/m<sup>2</sup>
  - 15 (+/- 1.3) mil

### **HP Outdoor Frontlit Scrim Banner**

The HP Outdoor Frontlit Scrim Banner offers versatility for a wide range of outdoor uses. The durable construction of this banner media, composed of layered PVC over mesh, minimizes reprints and decreases post processing hours and cost. Key features and benefits include:

- Tear and weather resistant for a range of outdoor applications, and certified fire-resistant<sup>(3)</sup>
- Temperature-resistant banner suitable for post processing
- Resistant to fading and losing vibrancy in harsh weather conditions when used with HP



Latex Inks and HP Designjet L65550 printer

- Other technical specifications:
  - 448 (+/- 25) g/m<sup>2</sup>
  - 14.8 (+/- 0.79) mil

#### **HP Durable Frontlit Scrim Banner**

The HP Durable Frontlit Scrim Banner, 14-oz. PVC scrim banner, has a high-quality matte finish that renders vivid color and high image definition. This exceptionally versatile media is ideal for a wide range of high-impact outdoor or indoor applications such as in-store displays, event displays and building murals. Key features and benefits include:

- Smooth surface that provides a quality look and feel, and good ink adhesion
- Durable scrim banner that is tear and temperature resistant
- PVC frontlit scrim banner has a high-quality matte finish that offers great image definition and vivid color
- Fire-resistant media certified for indoor use<sup>(2)</sup>
- Optimized for high image quality and reliable printing with HP Latex printers, as well as low-solvent printers
- Other technical specifications:
  - 542 (+/- 45) g/m<sup>2</sup>
  - 18.2 (+/-2) mil

#### **HP Backlit Scrim Banner**

HP Backlit Scrim Banner is a versatile, 16 oz. media that is ideal for use outdoors or indoors, day or night. It combines tear-resistant durability with balanced light distribution that is as readable during the day as it is at night when backlit. Key features and benefits include:

- Low opacity that provides even light distribution for high image quality even when not backlit
- Tear-resistant media that withstands wind and rain
- Optimized for high image quality and reliable printing with HP Latex printers as well as low-solvent printers
- Other technical specifications:
  - 617 (+/- 20) g/m<sup>2</sup>
  - 17.2 (+/-0.8) mil

#### **HP Mesh Banner with liner**

The economical, wind-resistant HP Mesh Banner with liner offers outstanding image quality and excellent print performance, making it ideal for high-visibility building banners and outdoor advertising. This mesh banner is lightweight yet durable, and displays high color brilliance for a wide range of outdoor applications. Key features and benefits include:



- Removable liner for efficient print processing
- Weldable construction for easier mounting and custom work
- Wind and tear resistant for durability
- High image definition and excellent print performance to ensure maximum impact and visibility for outdoor advertising
- Optimized for high image quality with HP Latex printers, as well as low-solvent printers
- Other technical specifications:
  - 366 (+/- 20) g/m<sup>2</sup>

<b>Name</b>	<b>Part #</b>	<b>Roll Size</b>	<b>Availability</b>
HP HDPE Reinforced Banner	CG414A	36" x 150' (91.4 cm x 45.7 m)	Oct. 1, 2008
	CG415A	42" x 150' (106.7 cm x 45.7 m)	Oct. 1, 2008
	CG416A	60" x 150' (152.4 cm x 45.7 m)	Oct. 1, 2008
	CG417A	104" x 330' (264.2 cm x 100.6 cm)	Oct. 1, 2008
HP Tyvek Banner	CG444A	36" x 100' (91.4 cm x 30.5 m)	Oct. 1, 2008
	CG445A	42" x 100' (106.7 cm x 30.5 m)	Oct. 1, 2008
	CG446A	60" x 150' (152.4 cm x 45.7 m)	Oct. 1, 2008
	CG447A	104" x 330' (264.2 cm x 100.6 cm)	Oct. 1, 2008
HP Heavy Textile Banner	CG435A	38" x 130' (97 cm x 40 m)	Oct. 1, 2008
	CG436A	61" x 130' (155 cm x 40 m)	Oct. 1, 2008
	CG437A	104" x 164' (264 cm x 50 m)	Oct. 1, 2008
HP Outdoor Frontlit Scrim Banner	CG409A	42" x 115' (107 cm x 35 m)	Oct. 1, 2008
	CG410A	54" x 115' (137 cm x 35 m)	Oct. 1, 2008
	CG411A	61" x 115' (155 cm x 35 m)	Oct. 1, 2008



	CG412A	104" x 164' (264 cm x 50 m)	Oct. 1, 2008
HP Durable Frontlit Scrim Banner	CG439A	42" x 115' (107 cm x 35 m)	Oct. 1, 2008
	CG440A	54" x 115' (137 cm x 35 m)	Oct. 1, 2008
	CG441A	61" x 115' (155 cm x 35 m)	Oct. 1, 2008
	CG442A	104" x 164' (264 cm x 50 m)	Oct. 1, 2008
HP Backlit Scrim Banner	CG448A	42" x 82' (107 cm x 25 m)	Oct. 1, 2008
	CG449A	54" x 82' (137 cm x 25 m)	Oct. 1, 2008
	CG450A	61" x 82' (155 cm x 25 m)	Oct. 1, 2008
	CG451A	104" x 164' (264 cm x 50 m)	Oct. 1, 2008
HP Mesh Banner with liner	CG431A	42" x 82' (107 cm x 25 m)	Oct. 1, 2008
	CG432A	61" x 82' (155 cm x 25 m)	Oct. 1, 2008
	CG433A	104" x 164' (264 cm x 50 m)	Oct. 1, 2008

### Additional information

More information about HP's Graphic Arts portfolio is available at [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts).

- (1) Recycling opportunities for this product may not exist in all areas. Customers should consult local recycling resources about recycling this product.
- (2) Meets the following fire-resistant ratings: B1 and B2 certificate, Passes NFPA701 2004 - Test Method 2.
- (3) Meets the following fire-resistant ratings: B1 certificate.

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

5/2008

