



## HP Demonstrates Powerful, Expanded Portfolio at 2009 SGIA Expo

Booth features North American introduction of HP Designjet L25500 Printer

NEW ORLEANS, Oct. 7, 2009 – HP today unveiled at the [2009 SGIA Expo](#) its expanded portfolio of industry-leading, end-to-end digital print solutions for the large-format market that enables customers to shift beyond traditional eco-solvent and offset technologies into progressive digital solutions.

At the show in HP booth 601, the new [HP Designjet L25500 Printer](#) with HP Latex Inks will make its North American debut. This new printer offers unrivaled versatility<sup>(1)</sup> for a broader range of high-quality and flexible, outdoor and indoor applications than is possible with eco-solvent or traditional water-based printing alone and allows customers to print with the environment in mind. The solution also includes six new Original HP printing materials – including recyclable<sup>(2)</sup> and PVC-free substrates – designed together with HP Latex Inks.

HP also announced the purchase of an [HP Scitex FB7500 Printer](#) by KDM POP Solutions Group, a premiere point of purchase (POP) printing and fulfillment company based in Cincinnati, Ohio. The digital flatbed solution has produced more than 120,000 sheets printed at numerous customer sites worldwide since the printer was made commercially available in May 2009.

“HP is committed to providing our customers with best-in-class technologies and resources, like the HP Capture Program, to help them succeed and take their business to the next level during these changing times,” said Jan Riecher, vice president and general manager, Americas Graphics Solutions Business, Imaging and Printing Group, HP. “The recent additions to HP’s portfolio and customer base strengthen our leadership position in the large-format printing industry and demonstrate our ability to continue delivering technologies that meet the needs of our customers.”

Additionally on display will be new HP Everyday Matte Polypropylene, which is designed for graphics customers in need of a versatile, durable substrate that produces quality prints with strong color vibrancy at an affordable price.

### North American introduction of HP Designjet L25500 Printer

The newest addition to the HP Latex Printing Technologies portfolio, the HP Designjet L25500 Printer offers print service providers (PSPs) a solution that provides quality and durability comparable to eco-solvent inks,<sup>(3)</sup> while reducing the impact of printing on the environment. Available in 42- and 60-inch models, the printer is ideal for small and medium-size digital print and sign shops, as well as copy shops and photo labs, interested in offering an enhanced range of applications and increasing their competitive

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advantage.

HP also introduced six Original HP printing materials compatible with HP Latex Ink printers. These additions expand the media portfolio to 19 printing materials, including seven recyclable substrates<sup>(2)</sup> and several PVC-free alternatives, and include HP White Satin Poster Paper, HP One-view Perforated Adhesive Window Vinyl, HP PVC-free Gloss Adhesive Film, HP PVC-free Wall Paper and HP Light Textile Display Banner. Also included is HP Air Release Adhesive Gloss Cast Vinyl, which comes with a new HP Performance Warranty and is covered for image performance, durability and clean removal for five years<sup>(4)</sup> when used with HP Clear Gloss Cast Overlamine.

Beyond offering new printing materials, HP announced further efforts to help reduce the impact of printing on the environment with a significant price reduction for recyclable<sup>(2)</sup> HP HDPE Reinforced Banner. This resilient media is resistant to outdoor elements and, at 5.5 ounces, offers strength equal to or greater than most standard 13-ounce scrim vinyl products.

Additionally, HP expanded the HP Planet Partners program<sup>(5)</sup> to include the HP Large-format Media take-back program in the United States and select countries in Europe, allowing customers to easily return and recycle prints produced with HP Latex Inks on HP recyclable media<sup>(2)</sup> as well as Original HP 789 Latex Designjet Ink Cartridges and Printheads at no additional cost. Customers simply pack up the used media and HP pays the shipping charges and handles sorting and recycling.

#### **KDM POP Solutions Group purchases HP Scitex FB7500 Printer**

Established as a family-owned screen printing business in 1970 in Cincinnati, Ohio, KDM POP Solutions Group strives to invest in technologies that allows it to deliver quality POP applications with speed and quick turnaround. With this in mind, KDM decided to purchase the HP Scitex FB7500 Printer being shown at the 2009 SGIA Expo to expand its digital portfolio and open new business opportunities.

“We considered many competitive offerings, but ultimately decided to purchase the HP Scitex FB7500 Printer as it allows us to create a greater advantage over the competition and is a solid fit with our current portfolio,” said Bob Kissel, president and chief executive officer, KDM POP Solutions Group. “With this new printer, we will be able to capitalize on new opportunities, such as midsize runs, and create greater efficiencies within our business.”

On display in the HP booth at SGIA, the HP Scitex FB7500 Printer is a versatile UV flatbed printer designed for high-quality point-of-purchase/point-of-sale applications, exhibition graphics, signage, backlit displays and posters. With maximum speeds of up to 500 m<sup>2</sup>/hr (5,380 ft<sup>2</sup>/hr) and three-quarter automated loading to reduce idle time between sheets by up to 85 percent<sup>(5)</sup> with only one operator, the printer delivers unrivaled productivity among digital flatbed printers in its price class.<sup>(6)</sup>

#### **New Original HP printing materials choice delivers versatility, durability**

HP also introduced HP Everyday Matte Polypropylene, an Original HP printing material designed together with Original HP pigment- and dye-based inks to produce prints with vibrant color and high-image quality across a range of indoor and outdoor applications, including retail and POP signage and event displays.

An ideal solution for PSPs, retail store in-house printing, event designers, advertising



agencies, GIS firms and government agencies, HP Everyday Matte Polypropylene offers indoor, in-window display permanence up to six months unlaminated<sup>(7)</sup> and outdoor display permanence up to three months unlaminated.<sup>(8)</sup> This tear-resistant substrate also enables users to maintain peak productivity with easy handling and smooth post-print processing.

### **HP at SGIA**

Claudia Barbiero, signage segment marketing manager of the Graphics Solutions Business at HP, and Jim Blee, chief operations officer at [Graphic Tech](#), are presenting a seminar titled "Capturing Business Success in Tough Economic Times" on Oct. 9 from 3:30 - 4:45 p.m. ET in room 239. The seminar will highlight ways in which PSPs can grow their businesses in difficult economic times through user groups, direct-mail and email campaigns, public relations strategies and employee training, as well as steps that equipment manufacturers are taking to boost customer success.

Additionally, HP customer Arthur Boisfontaine, owner of [Crystal Clear Imaging](#), will present a seminar titled "Making a Slam Dunk in a Niche Market" on Oct. 8 from 11:45 a.m. - 1 p.m. ET in room 241 that will educate PSPs on finding a niche market and establishing a leadership position in the production of graphics and signage for that segment.

HP will highlight the [HP Graphic Arts Capture Business Success Program](#) at SGIA, which includes a collection of tools, training and programs to help HP customers gain a competitive advantage and add value to their companies' bottom lines. The HP booth also will feature HP's broad range of large-format solutions, such as the HP Designjet L65500 and Z3200 printers and the HP Scitex FB950, XP5100 and TJ8550 printers, as well as the HP Indigo s2000 Digital Press.

HP offers flexible financing solutions for customers deploying next-generation HP digital printing technology through [HP Financial Services](#), the company's leasing and lifecycle asset management services subsidiary. Information is available at [www.hp.com/hpfinancialservices](http://www.hp.com/hpfinancialservices).

More information about large-format printing solutions from HP is available in an online press kit at [www.hp.com/go/sgia09](http://www.hp.com/go/sgia09).

### **About HP**

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

<sup>(1)</sup> The HP Designjet L25500 Printer produces an extremely broad range of both outdoor and indoor applications from a single device, which surpasses the number of different applications that traditional eco-solvent printers or water-based printers can produce.

<sup>(2)</sup> HP offers the HP Large-format Media take-back program in the United States and Europe, through which most HP recyclable signage media can be returned, availability varies. Some recyclable papers can be recycled through commonly available recycling programs. Details are available at [www.hp.com/recycle](http://www.hp.com/recycle). Aside from this program, recycling opportunities for these products are currently only available in limited areas. Customers should consult local recycling resources for recycling these products.

<sup>(3)</sup> HP image permanence and scratch, smudge and water resistance estimates by HP Image Permanence



Lab. Outdoor display permanence tested according to SAE J2527 using HP Latex and eco-solvent ink on a range of media, including HP media; 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. Scratch, smudge and water resistance tested using HP Latex and eco-solvent inks on a wide range of media, including HP media; water resistance is comparable when printed on water-resistant substrates. Laminated display permanence using GBC clear gloss 1.7 mil hot laminate. Results may vary based on specific media performance and scratch testing methodology. More information is available at [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).

<sup>(4)</sup> Some warranty limitations apply, see the HP Performance Warranty for HP Air Release Adhesive Gloss Cast Vinyl.

<sup>(5)</sup> In the circa 45 countries and territories in which the HP Planet Partners program operates for printing supplies. Program features and availability varies. Where this program is not available, and for other consumables not included in the program, consult the Material Safety Data Sheet (MSDS) available at [www.hp.com/go/ecodata](http://www.hp.com/go/ecodata) to determine appropriate disposal

<sup>(5)</sup> Manual loading and unloading of a sheet can take 45 seconds or more; the loading mechanism reduces that time to no more than nine seconds.

<sup>(6)</sup> Based on published manufacturer specifications as of July 2008.

<sup>(7)</sup> Interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP predictions based on test data under Xenon-Arc illuminant – calculation assumes 6,000 Lux/12 hr day. Prints require cold lamination to achieve prolonged display permanence on compatible HP Designjet printers using HP dye-based inks. For details: <http://www.hp.com/go/supplies/printpermanence>.

<sup>(8)</sup> Display permanence rating by HP Image Permanence Lab according to test 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. Prints require cold lamination to achieve prolonged display permanence on compatible HP Designjet printers using HP dye-based inks. For details: <http://www.hp.com/go/supplies/printpermanence>.

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