



HP Wall Art SaaS

Expand business with customized décor from HP

Overview

The new HP Wall Art Software-as-a-Service (SaaS) ingredient brand licensing program makes it easy for qualifying HP Latex Printing Technology customers to broaden their product offerings and grow their business by providing designers and consumers a revolutionary way to create personalized wall coverings and artwork from their own websites.

HP Wall Art is an attractive, easy and affordable wall décor solution that uses HP Latex printers and HP PVC-free Wall Paper to bring a room to life. By partnering with HP to add the new SaaS solution, print service providers (PSPs) can help their customers put their personal touch on easy-to-install wall decor that expresses their personal style.

Diversified application portfolio

The HP Wall Art SaaS solution enables PSPs to diversify their offerings and reach new markets with a new application and grow revenue by catering to the profitable interior design market directly from their websites.

eCommerce integration

The HP Wall Art SaaS solution is integrated through a set of Application Programming Interfaces (APIs), made available exclusively to approved licensees. With the API, HP's cloud-based software can be integrated seamlessly into a PSP's website.

Simple workflow

HP's proprietary software offers unprecedented flexibility and a low-touch, highly customized solution for PSPs. Optimized workflow features such as web-to-print asset pdf generation, image resolution upscaling, optimized color consistency, customized instructions and guide marks, and intelligent wall paper paneling streamline workflow and create an intuitive customer experience – while minimizing hands-on time for busy PSP staff.

Editorial Contacts

Kristen Kmetetz
Porter Novelli for HP
kristen.kmetetz@porternovelli.com
+1 617 897 8272

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



Intuitive customer experience

HP's proprietary software and printing technology creates an intuitive and simple end-user experience, from the initial design process through to installation. Customers can enter the exact dimensions of their rooms and design around windows, doors, light switches and other obstacles. The wall coverings go up with water and a sponge and are equally simple to take down; they peel off in a single sheet, and residual paste washes away with water.

HP quality

The HP Wall Art SaaS solution leverages the HP Latex printing system including the HP Latex Printers and FSC Certified⁽¹⁾ HP PVC-free Wall Paper.⁽²⁾ The result: high-quality, odorless,⁽³⁾ mold and mildew resistant⁽⁴⁾ prints that meet the GREENGUARD Children & Schools standard for low emitting products⁽⁵⁾ and AgBB criteria for health-related evaluation of VOC emissions of indoor building products.

- (1) Trademark license code FSC-C017543.
- (2) HP PVC-free Wall Paper can be easily removed from the wall. Residual adhesive can be easily wiped clean with water and a sponge. Some warranty limitations apply; the HP PVC-free Wall Paper warranty statement is available at <http://www.hp.com/go/HPMediaWarranties>.
- (3) Some substrates may have inherent odor.
- (4) 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. Details are available at 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.
- (5) HP PVC-free Wall Paper printed using HP Latex Inks is listed in the GREENGUARD Chemical Emissions Listing for low emitting products and meets the GREENGUARD Children & Schools standard. The print is neither GREENGUARD nor GREENGUARD Children & Schools certified. The GREENGUARD Environmental Institute is an American National Standards Institute (ANSI) authorized standards developer that establishes acceptable indoor air standards for indoor products, environments, and buildings. Details are available at www.greenguard.org.

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