

New Era takes its fine art business to the next level with HP PVC-free Wall Paper



AT A GLANCE

Industry: Sign & Display
Business name: New Era Portfolio
Headquarters: Austin, Texas, USA
Website: www.newerawalls.com

newera
PORTFOLIO

CHALLENGE

- New Era wanted to expand its fine art publishing, printing, and framing business into wallpaper to attract new customers.

SOLUTION

- With HP PVC-free Wall Paper and the HP Scitex LX850 Printer, New Era can now offer pre-pasted wallpaper that is easy to customize, install, and remove.
- The HP Wall Art Software-as-a-Service solution offers an intuitive interface that makes it easy for customers to design and order their own wallpaper.
- When printed with HP Latex Inks, HP PVC-free Wall Paper is odorless and approved according to health-related environmental criteria.

RESULTS

- HP PVC-free Wall Paper is GREENGUARD Children & Schools Certified^{SM,1}, making it an ideal choice for use in the Dell Children's Circle of Care pediatric clinic.
- The HP Wall Art web service helps New Era streamline its workflow by automating file submission.

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— Joe Garcia, CEO and president, New Era Portfolio



For more than a decade, New Era has been dedicated to making fine art accessible to everyone. “You shouldn’t have to be affluent to afford a nice piece of artwork,” says Joe Garcia, CEO and president of New Era Portfolio.

The Texas-based company specializes in fine art publishing, printing, and framing. Over the years, New Era has come to work with HP technology to create everything from the traditional—such as reproductions on canvas—to the innovative—such as art printed on stainless steel, brushed aluminum, glass, and acrylic substrates.

So recently, when the company was ready to take its business to a new level, HP PVC-free Wall Paper and the new HP Wall Art Software-as-a-Service (SaaS) solution were natural expansions.

A new genre of art

“This is not our grandparents’ wallpaper. This is a new genre of artwork,” Garcia says, pointing out that the differences are clear. Unlike traditional wallpaper, the floor-to-ceiling wall art New Era produces using its HP Scitex printers is pre-pasted—only water is needed for easy installation and removal.

When printed with HP Latex Ink, the wall art is also odorless and it is approved according to health-related environmental criteria. Garcia notes that because HP PVC-free Wall Paper is GREENGUARD Children & Schools CertifiedSM,¹ New Era is able to attract new customers. “It’s really opened up a lot of new markets, like health care and schools, where solvent really isn’t an option,” he explains. HP Wall Art products also meet AgBB criteria for health-related evaluation of volatile organic compound (VOC) emissions of indoor building products² and are printed on Forest Stewardship Council (FSC[®])-certified paper.³

Designed to work together, HP PVC-free Wall Paper and HP Latex Ink help ensure wall art graphics are vivid, with the high-definition detail its customers expect. “It’s a wonderful alternative to paint. In fact, the wall art will transform a room much more dramatically than painting a wall will,” says Garcia.

HP Wall Art Software-as-a-Service

The HP Wall Art web service helps New Era keep art accessible to its customers—and that’s one of the main reasons its new wall art offering is proving so successful. Using the software’s intuitive online interface, customers can select or upload an image for their wall art and then build a virtual model of the room they’re looking to decorate.

The software allows customers to drag and drop features like windows and electrical outlets into the virtual room, so when it comes time to order, there’s no guesswork.

“It’s fast, easy, and intuitive. It’s just a much more elegant solution,” says Garcia. “In the past, customers would have had to find someone skilled in Illustrator[®] or AutoCAD[®] to lay out a room. It would have been a very manual process.”

The software also helps New Era streamline its own workflow by automatically processing the image and delivering a PDF file that the team can print quickly—without touching the original file.

Giving back through art

Recently, New Era had the opportunity to install wall art at the Dell Children’s Circle of Care pediatric clinic through its charitable foundation, InvisionART. Because HP PVC-free Wall Paper is well suited for environments where durability and display odor are concerns, it proved to be the perfect fit.

After the team settled on a cast of animal characters for the walls of nine exam rooms, designer Sarah Scott says the HP Wall Art web service made her job a breeze.

“The HP Wall Art software is so easy. Within moments, I was able to upload my own image, get a preview, and know exactly what I was going up against. It’s so user friendly that really anybody can come in and be a designer.”

The results were a hit. “It turned out absolutely fantastic,” says Brian Blaylock, CEO of the management services division for Lone Star Circle of Care. “As soon as you walk in the door, the first thing you see is the friendly animals greeting you. The kids are immediately drawn to it—they forget the whole reason that they came to the doctor.”

The future of New Era

After its success expanding into floor-to-ceiling wall art, New Era is looking forward to more opportunities to grow with HP. The company recently sent a few team members to the HP Graphic Arts Experience Center in Alpharetta, Georgia.

“I was just blown away. I walked out of there with a lot of ideas and felt invigorated and inspired,” says Garcia. The company is looking at printing graphics on tabletops, doors, and floors, among other new possibilities.

“We have the ability to print fine art on practically anything now,” Garcia adds. “We really are open to exploring all kinds of possibilities—they seem to be endless at this point. That’s what makes it exciting to be in the art business in 2012.”



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¹ HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools CertifiedSM. See www.greenguard.org.
² 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.htm.
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