



HP PageWide XL
Applications & Media

MEDIA BROCHURE

Grow your application options with HP PageWide XL printing solutions

Take on new, creative applications with extensive media support

HP PageWide XL printing is proven to deliver high productivity, fast mono and color printing, at reduced costs. But you might not know about its versatility.

Versatility means you can use HP PageWide Technology to produce an ever-expanding range of applications—taking your business into new creative realms. HP PageWide XL printers and MFPs support a broad range of media from coated and uncoated stock all the way to fabrics, fluorescents, self-adhesives, and more.

Stretch your imagination and make HP PageWide XL printers the go-to technology for all of your printing needs.



Content

	01 MEDIA TYPES	02
	02 APPLICATIONS	
PLAIN CONTENT DRAWING APPLICATIONS	CAD DRAWINGS	04
	COMMUNICATION& REGULATIONS POSTERS	06
RICH CONTENT TECHNICAL APPLICATIONS	PRESENTATION CHARTS/INFOGRAPHICS	08
	GIS-MAPS	10
	FIELD MAPS	12
INTERACTIVE POSTER APPLICATIONS	CALENDARS	14
	EDUCATIONAL POSTERS	16
POP APPLICATIONS	DISCOUNT POP POSTER	18
	HANGING POP POSTER	20
	STREET POSTER AND RESTAURANT MENUS	22
SHORT TERM OUTDOOR APPLICATIONS	OUTDOOR WALL POSTER	24
	FLUORESCENT ADVERTISING	26
EVENTS APPLICATIONS	BANNER	28
	ROLL UP	30
SPECIAL APPLICATIONS	DIRECTIONAL SIGNAGE	32
	GIFT WRAPS	34
	03 HOW TO MAKE SPECIAL APPLICATIONS	36

PLAIN CONTENT DRAWING APPLICATIONS

CAD Drawings

Deliver essential information for AEC projects
to maximize client impact

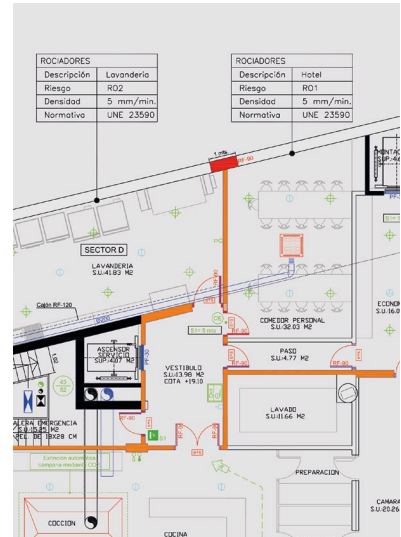
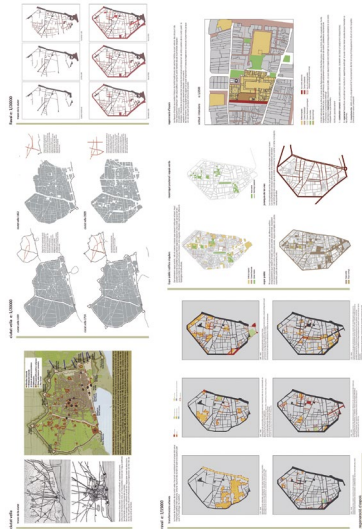


Customers

- ARCHITECTS
- ENGINEERING COMPANIES
- CONSTRUCTION COMPANIES
- MANUFACTURING COMPANIES
- PUBLIC SECTOR
- AERONAUTIC AND TRANSPORTATION

Environment

- CONSTRUCTION SITES
- OFFICES
- ARCHITECT STUDIOS
- TOWN HALL OFFICES



Application benefits for customers

- 1 Create accurate designs true to your vision and share them with partners
- 2 Your designs look the same printed as they do on your computer screen
- 3 Use color to accent and clarify your ideas

HP PageWide XL Technology benefits

- ✓ **Print mono and color prints** at the same speed (up to 30 A1-sized prints per minute)
- ✓ **Print complex multi-page jobs** in different sizes at extremely fast speeds
- ✓ **Excellent image quality with HP PageWide XL pigment inks** that provide crisp lines, fine detail, and smooth grayscales
- ✓ **Print high-quality results and avoid reprints and wasted material**

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Easy to use and share, reflecting accurate line drawings	<ul style="list-style-type: none"> • Plain paper • Technical paper • Coated paper 	20 - 24 lb Bond	<ul style="list-style-type: none"> • Arch D 24 x 36 in • Arch E 36 x 48 in • Arch E1 30 x 42 in 	Finishing options such as folding are compatible for these applications. Long plots of multiple yards can be printed easily

PLAIN CONTENT DRAWING APPLICATIONS

Communications and regulations posters

Inform customers about important news, regulations, and rules



Customers

- LEISURE AND SPORTS CENTERS
- SCHOOLS AND EDUCATIONAL CENTERS
- COMPANIES
- ENERGY PLANTS
- PUBLIC ADMINISTRATIONS

Environment

- CORRIDORS
- BULLETIN BOARD
- SIGN BOARDS
- POSTER FRAMES

POOL RULES



Application benefits for customers

- 1 Improve visibility of business-wide communications
- 2 Insert important information from various sources onto one large-format poster
- 3 Make sure team members understand company rules and regulations

HP PageWide XL Technology benefits

- ✓ **Avoid missing or losing detail** with 1200 dpi resolution
- ✓ **Achieve crisp lines, readable text,** and highly detailed images
- ✓ **Use a variety of media** depending on your needs—from adhesive to plain paper
- ✓ **Ideal for on-demand printing**—with very fast turn-around times and no waiting

Suggested media settings

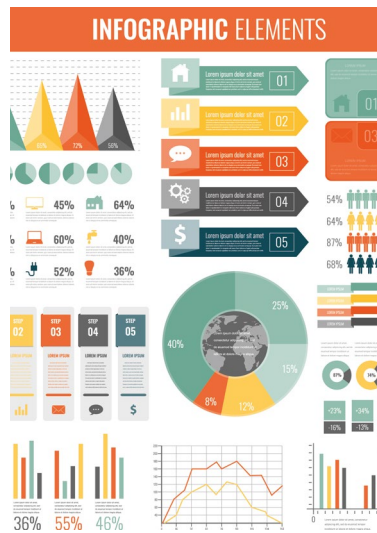
MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Low-cost paper optimal for small details and text	<ul style="list-style-type: none"> • Plain paper • Coated paper • Self-adhesive media 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 17 x 24 inches 	Any company logo or government stamp can be easily incorporated via HP SmartStream

Customers

- ENTERPRISES
- CONSULTANCY FIRMS
- PROJECT MANAGEMENT ORGANIZATIONS
- SMALL/MEDIUM BUSINESS

Environment

- OFFICES
- CO-WORKING SPACES
- CONSTRUCTION SITES



Application benefits for customers

- 1 Personalize content with your own designs
- 2 Reflect key elements on demographic cartography maps
- 3 Display multi-layer information in one single area

HP PageWide XL Technology benefits

- ✓ **Print many copies in a very short period of time** with high-speed HP PageWide XL printing
- ✓ **Avoid missing** or losing details with 1200 dpi resolution
- ✓ **Excellent image quality with HP PageWide XL pigment inks** that provide crisp lines, fine detail, and smooth grayscales
- ✓ **Reduce reprints**—rely on native PDF management with Adobe PDF Print Engine 4⁵

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS
Low-cost paper optimal for small details and text	<ul style="list-style-type: none"> • Coated paper • Glossy paper • Satin paper • Matte paper 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 40 x 60 inches

RICH CONTENT TECHNICAL APPLICATIONS

GIS maps

Communicate clearly with drawings, satellite and aerial photos, maps, and plans that show excellent image and line quality

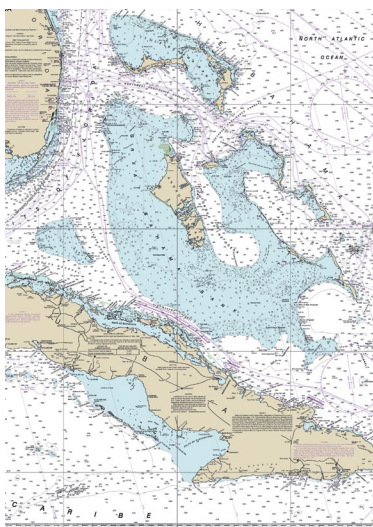


Customers

- WEATHER AND CLIMATOLOGY AGENCIES
- NATIONAL MAPPING AGENCIES
- DEFENSE AND PUBLIC ENTITIES
- OIL AND GAS COMPANIES
- UTILITIES COMPANIES

Environment

- GEOLOCALIZATION OFFICES
- TOWN HALL OFFICES
- ARCHITECT STUDIOS
- LANDSCAPE AND URBANIZATION STUDIOS



Application benefits for customers

- 1 Gain a clear view of the geolocation needs of your company
- 2 Reflect key elements on demographic cartography maps
- 3 Display multi-layer information in one single area

HP PageWide XL Technology benefits

- ✓ **Print many copies in a very short period of time** with high-speed HP PageWide XL printing
- ✓ **Avoid missing** or losing details with 1200 dpi resolution
- ✓ **Excellent image quality with HP PageWide XL pigment inks** that provide crisp lines, fine detail, and smooth grayscales
- ✓ **Reduce reprints**—rely on native PDF management with Adobe PDF Print Engine 3⁵

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS
In-depth details of geospatial and other maps that require high color vibrancy	<ul style="list-style-type: none"> • Coated papers • Glossy papers • Satin papers • Matte papers 	20 - 27 lb	<ul style="list-style-type: none"> • Arch D 24 x 36 in • Arch E 36 x 48 in • Arch E1 30 x 42 in

RICH CONTENT TECHNICAL APPLICATIONS

Field maps

Print satellite/aerial photos or natural resource and topography plans in any work environment

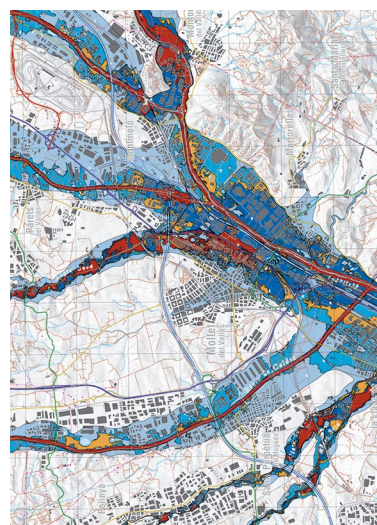
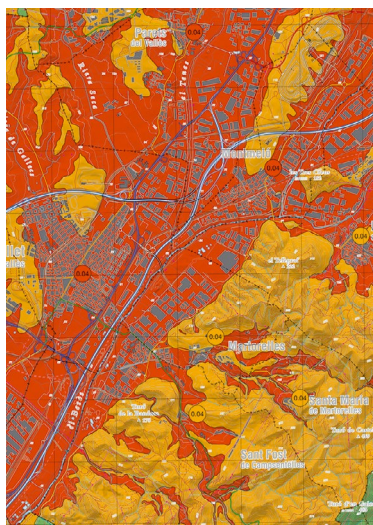


Customers

- POLICE DEPARTMENTS
- FIRE DEPARTMENTS
- MILITARY ENVIRONMENTS
- FOREST AGENCIES
- PUBLIC ADMINISTRATION
- OIL AND GAS COMPANIES
- MINING COMPANIES

Environment

- MINES
- FORESTS
- DESERTS
- OPEN FIELDS
- DISASTER RECOVERY ENVIRONMENT



Application benefits for customers

- 1 Use in outdoor environments during high-risk action
- 2 Manipulate maps without risk of losing information
- 3 Adjust, paint, overwrite, and modify maps; and share with your teammates

HP PageWide XL Technology benefits

- ✓ **Print many copies** in a very short period of time with high-speed HP PageWide XL printing
- ✓ **Avoid missing or losing details** with 1200 dpi resolution
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- ✓ **Reduce reprints**—rely on native PDF management with Adobe PDF Print Engine 3⁵

Suggested media settings

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Media that must be manipulated by many people and is durable in outdoor weather conditions	<ul style="list-style-type: none"> • Coated paper • Tyvek 	24 - 27 lb	<ul style="list-style-type: none"> • Arch D 24 x 36 in • Arch E 36 x 48 in • Arch E1 30 x 42 in

INTERACTIVE POSTER APPLICATIONS

Calendars

Organize all your schedules into one large poster/
calendar that reflects key dates throughout the year



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Customers

- ENTERPRISES
- SMALL COMPANIES
- SCHOOLS
- SOCIAL CLUBS
- FAMILIES

Environment

- WORKING ENVIRONMENTS
- RESTAURANTS / SOCIAL CLUBS
- SCHOOLS OR PUBLIC INSTITUTIONS

Application benefits for customers

- 1 Inspire input and collaboration
- 2 Provide visibility into important upcoming events
- 3 Public calendars can be used to provide last-minute updates

HP PageWide XL Technology benefits

- ✓ Use **HP PageWide XL Technology** to print quickly with different colors and customization
- ✓ Produce prints on **coated paper** that workers can draw on
- ✓ Use a **highlighter** on top of prints printed with HP Pigment inks
- ✓ The **39 inches wide potential** maximizes the space of the application thanks to the 42 inches print bar

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS
Media reflecting vibrant colors, that allows multiple users to add notes and remarks	<ul style="list-style-type: none"> • Coated paper • Glossy paper • Satin paper • Matte paper • Selfadhesive paper 	27 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 40 x 60 inches

INTERACTIVE POSTER APPLICATIONS

Educational posters

Boost knowledge with large-format educational materials

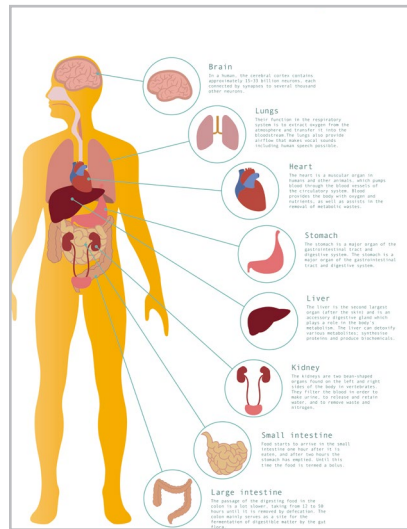


Customers

- ELEMENTARY SCHOOLS
- MIDDLE SCHOOLS
- HIGH SCHOOLS
- LANGUAGE CENTERS
- PRIVATE TUTORS

Environment

- CLASSROOMS
- HALLWAYS
- COMPUTER ROOMS



Application benefits for customers

- 1 Improve communication between teachers and students with more impactful materials
- 2 Align students and promote teamwork on classroom activities
- 3 Convey the big picture and everything in between with one large-format poster

HP PageWide XL Technology benefits

- ✓ Use HP PageWide XL printers and MFPs to print on demand—print more than 50 A1-sized pages in just over 5 minutes
- ✓ Choose from a wide variety of media—from thick glossy posters to plain paper that can be manipulated by users
- ✓ Enjoy HP PageWide XL pigment inks with their vibrant colors
- ✓ See crisp lines, readable text, and highly detailed images

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS
Media that offers high visibility of details and shiny, vibrant color	<ul style="list-style-type: none"> • Coated paper • Glossy paper • Satin paper • Matte paper • Uncoated papers 	27 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 40 x 60 inches

POP APPLICATIONS

Discount POP poster

Point-of-sale (POS) posters give visibility to promotions and boost awareness of the business

The poster is divided into several sections. The top left features 'Farm Fresh' potatoes with a '100% ORGANIC PRODUCT' badge. Below this are images of lettuce (2,99\$), bananas (1,49\$), and tomatoes (1,29\$). The bottom left shows 'ENERGY' drinks (0,99\$) and olive oil (0,99\$). The right side features a large loaf of bread with a 'Dinkel-Malkruste 1 lb \$2.65' badge. The text 'BROT DES MONATS AUGUST' is prominently displayed. The website 'www.bodenschoen.de' is at the bottom.

A large, eye-catching sign with a red top half and a yellow bottom half. The text 'SUMMER SALE' is in white on the red background, and '50%' is in black on the yellow background.



Customers

- FOOD RETAILERS
- CONSUMER ELECTRONICS
- DISCOUNTERS
- DEPARTMENT STORES
- MASS MERCHANDISERS

Environment

- SHOPS
- LARGE MALLS
- SUPERMARKETS



Application benefits for customers

- 1 Promote key elements of the store to help attract and define purchase decisions
- 2 Reinforce the new product introductions to give visibility to all your customers
- 3 Help customers choose. **39.4%** of consumers wait until they're in a store before deciding what brand to buy¹

HP PageWide XL Technology benefits

- ✓ Quickly set up and turn around variable data prints
- ✓ Bright colors pop with HP Pigmented inks
- ✓ Maximize the visibility of your offer by producing posters of 39 x 55 inches, thanks to the 101.6 US sizes print bar

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Low-cost, easy-to-manage media that provides vibrant colors	<ul style="list-style-type: none"> • Coated paper • Self-adhesive paper • Uncoated papers 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches • 40 x 60 inches 	For borderless printouts, a finishing cutting solution is required. An offline cutter or inline XY cutter can be used with HP Pagewide XL Technology

POP APPLICATIONS

Hanging POP poster

Place hanging posters at precise locations for promotional purposes. This application requires thick media for proper draping



Customers

- FOOD RETAILERS
- CONSUMER ELECTRONICS
- DISCOUNTERS
- DEPARTMENT STORES
- MASS MERCHANDISERS

Environment

- SHOPS
- LARGE MALLS
- SUPERMARKETS



Application benefits for customers

- 1 Drive awareness to particular areas and items that you want customers to focus on
- 2 Help customers make purchase decisions. 70% of purchase decisions are spontaneous and made in store, triggered by visual communication
- 3 Large POP posters attract attention from far distances, reaching customers throughout the store

HP PageWide XL Technology benefits

- ✓ **High print speeds** on thick media
- ✓ **Prints** dry immediately—no need to wait before finishing the application
- ✓ **Bright colors “pop” with HP Pigmented inks** Technology
- ✓ **Enjoy high performance** on uncoated papers with ColorPRO Technology

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Heavy media with enough weight to hang from the ceiling; and vibrant color that can be viewed from far distances	<ul style="list-style-type: none"> • Glossy paper • Satin paper • Matte paper 	27 - 40 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches 	Requires a hanging solution

POP APPLICATIONS

Street posters and restaurant menus

Easily communicate with passing pedestrians to maximize awareness of daily promotions

MAORI BISTRO
FARM • FRESH • FAST

Lunch Menu

1 RUSTIC BRUSCHETTA with Assorted Olives \$8	5 "LE DAILY DOSE" Mixed Greens topped with Vine-Ripened Tomatoes, Cucumbers, Red Onions \$10
2 SEARED AHI TUNA with Sesame Crust over Sticky Rice \$15	6 GRILLED FLAT BREAD with Seasonal Vegetables \$10
3 THAI SPRING ROLLS with Chili Lime Sauce \$10	7 ASSORTED CHEESE PLATE with Marcona Almonds \$14
4 FRISÉE SALAD with Garden Vegetables and Crostini \$12	8 ROASTED SWEET POTATO FRIES with Shallots, Fresh Rosemary and Sea Salt \$8

Now in 40 locations nationwide.

Customers

- BARS/PUBS
- COFFEE SHOPS
- FAST FOOD CHAINS
- RESTAURANTS
- BOUTIQUE SHOPS
- SALONS

Environment

- STREET FRAMES



Application benefits for customers

- 1 Maximize the visibility of promotions at the street level to encourage interest in your business
- 2 Communicate about a wide range of products in a cost-effective manner and effectively cross promote
- 3 Using the word “sale” beside a price can increase demand by more than 50%³

HP PageWide XL Technology benefits

- ✓ **Print many** copies in a very short period of time with high-speed HP PageWide XL printing
- ✓ **Use a variety of media depending** on your needs—from adhesive to plain paper
- ✓ **PageWide Technology** provides uncompromising performance with fast drying and smear-resistant prints
- ✓ **Enjoy high performance** on uncoated papers with ColorPRO Technology

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Media that provides high visibility of details and shiny, vibrant colors with capacity to last in outdoor conditions	<ul style="list-style-type: none"> • Coated paper • Self-adhesive paper 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches 	Requires a standing frame

SHORT TERM OUTDOOR APPLICATIONS

Outdoor wall posters

Generate publicity, visibility in public areas with large-format signage that announces your latest promotions





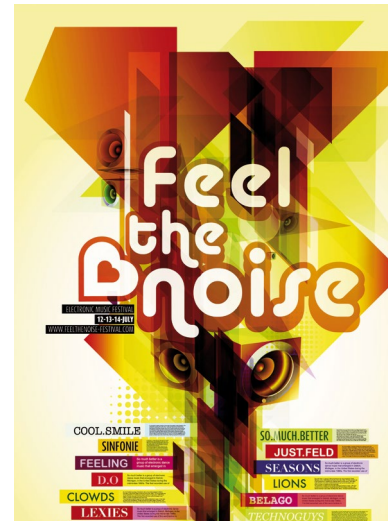
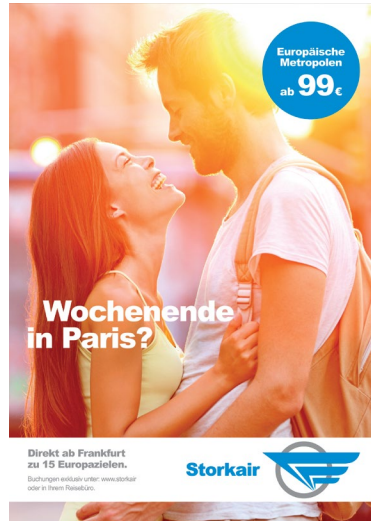
Customers

- CONCERT HALLS
- BARS AND NIGHT CLUBS
- MOVIE THEATERS
- OPERAS
- TRAVEL AGENCIES
- GENERAL PROMOTIONS



Environment

- OUTDOOR STREET WALLS
- OUTDOOR FRAMES



Application benefits for customers

- 1 Advertise local events in immediate and surrounding areas
- 2 Communicate with easily replaceable signage in highly visible, public areas
- 3 Cost-effective method of advertising information—focused on local audiences



HP PageWide XL Technology benefits

- ✓ **Print many copies in a very short period of time** with high-speed HP PageWide XL printing
- ✓ **Provides outstanding** performance produces quick-dry and smear-resistant prints
- ✓ **Enjoy high performance** on uncoated papers with ColorPRO Technology
- ✓ **Maximize the visibility** of your offer by producing posters of 39 x 55 inches, thanks to the 101.6 US sizes print bar



Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Media that provides high visibility of details and shiny, vibrant colors with capacity to last in outdoor conditions.	<ul style="list-style-type: none"> • Blueback • Polypropylene 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches • 40 x 60 inches 	Poster using blueback media can be pasted on top of previous posters without image transparency. Dry pasting is recommended

SHORT TERM OUTDOOR APPLICATIONS

Fluorescent advertising

Attract attention to public posters using fluorescent media that can be seen from far distances



Customers

- CONCERT HALLS
- BARS AND NIGHT CLUBS
- FAIRS
- SHOPS

Environment

- OUTDOOR STREET WALLS



Application benefits for customers

- 1 Brilliant fluorescent media is more visible at night or in dark environments
- 2 Unique creatives will surely capture attention
- 3 Easily replaceable, and ideal for public locations with high consumer visibility

HP PageWide XL Technology benefits

- ✓ **Print many copies in a very short period of time** with high-speed HP PageWide XL printing
- ✓ **HP Pigment inks provide excellent black** density for high-impact black
- ✓ **Prints dry immediately**—no need to wait before finishing the application
- ✓ **Maximize the visibility** of your offer by producing posters of 100 x 140 cm , thanks to the 101.6 cm print bar

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Color paper that shines and provides visibility in contrast with black printing	<ul style="list-style-type: none"> • Fluorescent color paper 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches • 40 x 60 inches 	With fluorescent media, only black ink is used on posters (avoiding black composite)

EVENTS APPLICATIONS

Banners

Create public campaigns using a broad range of materials to promote particular events or actions





Customers

- SPORTING EVENTS
- PUBLIC AND POLITICAL EVENTS
- CELEBRATIONS
- CONCERTS



Environment

- DEMONSTRATIONS
- RACES
- PUBLIC EVENTS



Application benefits for customers

- 1 High visibility for public demonstrations, with a spotlight on key messages
- 2 Use easy-to-handle media such as fabrics
- 3 Easy to implement and use during events



HP PageWide XL Technology benefits

- ✓ **Print up to 24 B1 posters in 1 minute** thanks to the high-speed of the PageWide XL Technology
- ✓ **Produce up to 100 cm output width** to maximize visibility, thanks to the 101.6 cm print bar
- ✓ **Print on a wide variety of media**, from Polypropylene, PET or some textile media, thanks the versatility of HP PageWide XL
- ✓ **Print large banners of the length of even one full roll** at a speed up to 23 meters per minute



Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Convenient material for events that require ease of use, resistance, and vibrant colors	<ul style="list-style-type: none"> • PET • Polypropylene • Textile • Banner 	27 - 40 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches • Banner Size 40 inches width 	Variable depending on customer needs. Long plots can be printed much faster with PageWide XL. Compatible with a take up reel in order to store these type of jobs

EVENTS APPLICATIONS

Roll ups

Attract customer attention by displaying your information in large format



Customers

- EDUCATIONAL INSTITUTIONS
- EXHIBITIONS
- MUSEUMS
- CONCERT HALLS
- SPORTING EVENTS

Environment

- OFFICES
- HALLS
- TRADESHOWS



Application benefits for customers

- 1 Increase visibility of key messages and promotions at large events
- 2 Easily reposition promotional tools on demand
- 3 Efficient and eye-catching informational displays

HP PageWide XL Technology benefits

- ✓ **Produce output** with long-term fade resistance
- ✓ **Bright colors “pop”** with HP Pigmented inks
- ✓ **Produce up to 100 cm output** width to maximize visibility , thanks to the 101.6 cm print bar
- ✓ **Gain media versatility up to 200 g/m²** and enjoy printing on a wide variety of media, from Polypropylene, PET or some textile media, thanks the versatility of HP Pagewidth XL

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Convenient materials for events that require easy-to-use, resistance, and vibrant colors	<ul style="list-style-type: none"> • PET • Polypropylene • Textile 	27 - 40 lb	<ul style="list-style-type: none"> • 33 x 80 inches • 36 x 82.5 inches • 39 x 80 inches 	For borderless printouts, a finishing cutting solution is required. Top-quality rollup s are out of scope

SPECIAL APPLICATIONS

Directional signage

Warn customers about hazards in surrounding areas



Customers

- CONSTRUCTION COMPANIES
- ENERGY PLANTS
- REFINERIES
- MANUFACTURING SITES

Environment

- DANGEROUS AREAS
- BUILDING FACILITIES
- HEAVY EQUIPMENT AREAS



Application benefits for customers

- 1 Improve visibility of caution signs—the bigger the sign, the more visible it is
- 2 Adhere to strict security regulations
- 3 Create versatile signage that adheres to many surfaces

HP PageWide XL Technology benefits

- ✓ **For customers who need to print on demand**—with very fast turn-around times and no waiting
- ✓ **Print directly on fluorescent** media to provide greater visibility to customers
- ✓ **Print signs with pure black density** for better visibility with HP PageWide XL Technology
- ✓ **Choose from a broad and innovative** range of media; place prints on windows or in frames

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Low-cost, easy-to-manage media that provides vibrant colors	<ul style="list-style-type: none"> • Coated paper • Uncoated paper • Self-adhesive paper 	24 - 36 lb	<ul style="list-style-type: none"> • 24 x 36 inches • 27 x 40 inches 	With fluorescent media, only black ink is used to print (avoiding black composite). Easily add customized messages thru the STAMPS functionality in HP SmartStream

SPECIAL APPLICATIONS

Customized gift wraps

Create customized gift wrap for special occasions and celebrations. Insert your name, logo, picture, or any customized content



Customers

- CONSUMERS
- COMPANIES
- LARGE MALLS
- ADVERTISING AGENCIES
- ONLINE STORES

Environment

- OFFICES
- GIFT WRAP COUNTER IN SHOPPING MALLS



Application benefits for customers

- 1 Personalize content with your own patterns
- 2 Increase brand awareness—insert your company logo on wrapping paper used for corporate gifts
- 3 Every paper can have its own name—applied through variable data printing

HP PageWide XL Technology benefits

- ✓ **Instant delivery**—in one minute you can have your own customized wrapping paper for gifts
- ✓ **Compatible with PDF digital VDP software** which allows to generate customized content
- ✓ **Print on a wide variety of different media**, from cheap plain paper to glossy paper
- ✓ **Prints dry immediately**—no need to wait before finishing the application

Suggested media settings

MEDIA DESCRIPTION	MOST SUITABLE MEDIA TYPES	FREQUENTLY USED MEDIA THICKNESS	MAIN APPLICATION DIMENSIONS	OTHER CONSIDERATIONS
Shiny and flexible media that enhances a wide variety of vibrant colors	<ul style="list-style-type: none"> • Semi-glossy paper • Coated paper 	20 - 27 lb	<ul style="list-style-type: none"> • Width: 36 inch • Length: variable 	Easily create customized content using the HP Applications Center



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4AA7-2799ENA, August 2018, Rev. 1

1 "Shopper Decisions Made In-Store", OgilvyAction study, 2009

2 Melanie McIntosh Retail Solutions report, "Attracting Customers: Steps to getting more shoppers in the door," Underhill 2000, p. 101

3 "Mind Your Pricing Cues," Eric T. Anderson, Duncan Simester, Harvard business Review, 2003

4 Compared to prints produced with HP 970/971/980 inks that are fade and moisture resistant per ISO 11798 Permanence and Durability Methods certification. For testing criteria, see hp.com/go/pagewidexclaims.

5 The Adobe PDF Print Engine (APPE) is Adobe's high speed, high fidelity print platform. Version 4 extends APPE's leading edge for print reproduction with new performance efficiencies and breakthrough rendering features. APPE 4 enables printers to increase workflow efficiency and capitalize on the profit potential of innovations in inkjet print technology. To learn more, visit adobe.com/products/pdfprintengine.