



Brand Management Group Named Exclusive Licensing Partner for HP-branded Sign and Display Media for Latex Inks

SARASOTA, Fla., April 4, 2013 – Brand Management Group (BMG) has been named the exclusive licensing partner for HP-branded Sign and Display media for HP Latex Inks. Under the terms of the agreement, BMG will source, market and distribute HP-branded media and provide service and support to a worldwide distributor network and HP's tier 1 partners.

The licensing agreement was made to improve distribution coverage and product availability while enhancing customer service and support for inkjet media specific to HP Latex Printing Technologies. Other HP media offerings will continue to be available through current HP distributors.

BMG, in collaboration with HP, will expand the HP portfolio with new media on 3-inch cores, which include: HP Everyday Adhesive Matte Polypropylene, HP Everyday Matte Polypropylene, HP Coated Paper, HP Universal Heavyweight Coated, HP Heavyweight Coated Paper and HP Super Heavyweight Plus Matte.

"We are excited about the opportunity to represent HP sign and display media around the world, particularly given that HP is recognized as the world's inkjet printing technology leader. Through this partnership, we can bring to market quickly and efficiently the advanced media coatings and treatments HP is developing for printing and imaging professionals," said Justin Lehman, vice president of sales and marketing, BMG.

BMG will begin taking orders for HP-branded Sign and Display media for HP Latex Inks worldwide on May 1, 2013. Customers will notice an immediate improvement in product availability and delivery.

For more information about the licensing partnership for HP Sign and Display media, and any media inquiries, contact Brand Management Group at 888-893-4668.

About BMG

BMG supports its worldwide dealer network with distribution at key geographical points, personal and prompt service, and unmatched product and technical support. Each member of the Brand Management Group team has extensive experience selling and supporting OEM inkjet media and supplies, and has a wealth of knowledge and technical expertise in the global wide-format printing market. You can find BMG online at www.globalBMG.com/HP.