

HP Large Format Media

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News Release

New Canvas & Backlit Products for HP Latex Printers

Optimized for HP Latex Printers, HP's new canvas and backlit inkjet media provide consistent, high-quality results.

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Sarasota, FL., February 19, 2014 — HP has recently introduced new inkjet media designed for HP Latex Printers, which allow print service providers (PSPs) to expand their offerings, market share and profitability. The new HP Sign and Display Media for HP Latex Printers are now available and include:

HP Premium Satin Canvas:

With its bright-white base and larger color gamut, fine art and photographic reproductions are accurate and consistent, ensuring happy customers and repeat business. The new canvas is scratch- and crack-resistant for perfect, quick finishing, including stretching for gallery wraps and mounted applications.

HP Everyday Satin Canvas

This semi-matte, slightly textured canvas offers improved performance and a lower cost, making it the perfect choice for production-oriented décor and display work, while maintaining a quality consistent with fine art gallery wraps.

Next-generation HP Backlit Polyester Film

This updated backlit film has a super-wide color gamut that produces brilliant colors and sharp detail when backlit.

All HP Sign and Display Media for Latex Printers are optimized for Original HP Original inks to produce long-lasting consistent prints every time. Original HP large format printing materials provide quality, permanence, reliability and sustainability.

For more information and to find a re-seller near you, contact HP's licensing partner, Brand Management Group, at 888-893-4668 or go to www.globalBMG.com/hp

About Brand Management Group

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.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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