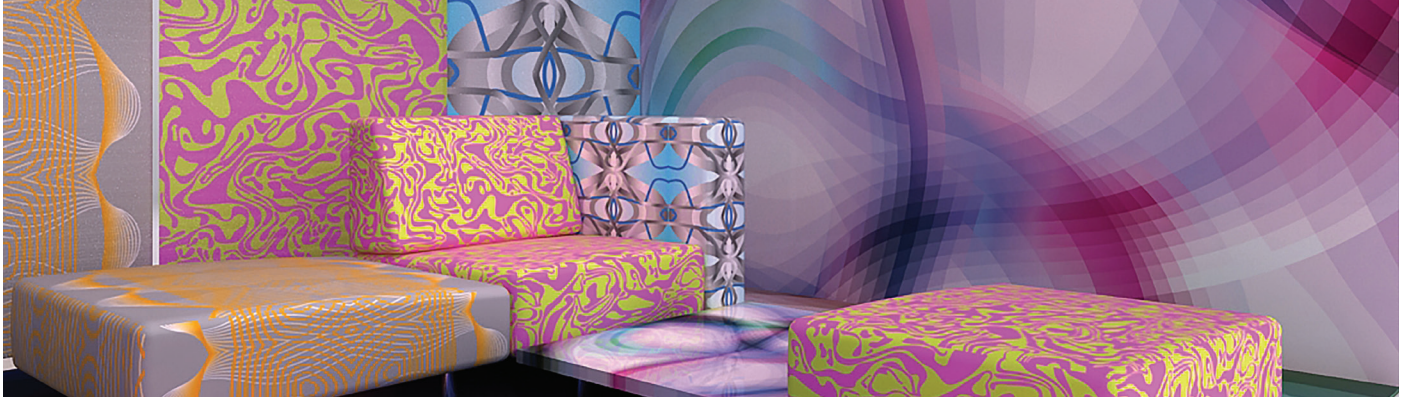


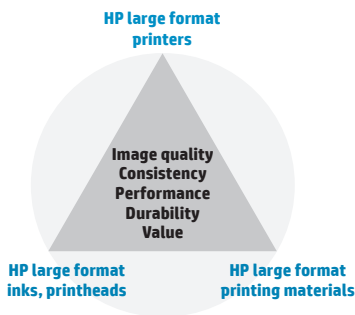


# HP PVC-free Durable Smooth Wall Paper



## The HP large format printing system—the complete solution

HP large format printers, Original HP inks and printheads, and Original HP printing materials are designed to work together as a system to provide reliable, consistent results with every print.



## What is a “Type II” wallcovering?

Type II wallcoverings are compliant with a durability standard for commercial wallcoverings. Criteria include scrubbability, stain resistance, flame spread, colorfastness, abrasion resistance, and more. Testing is conducted according to the Type II ASTM F793 standard and test procedures. The American Society for Testing Materials (ASTM) established the standard with input from the Wallcovering Association. Type II is often a requirement when specifying wallcoverings.

## What is EN233 ?

EN233 is a European Wallcovering Standard that specifies requirements for cleanability and light fastness, and gives a designated marking system. The standardization is intended to ensure consistency throughout the industry.

## Differentiate with durable PVC-free<sup>1</sup> smooth wall murals

### Set your business apart with environmental certifications

Help your customers define interiors with durable, colorful, creative wall decorations that last—with scrub- and scratch-resistant performance. Prints produced with HP Latex Inks enable healthier printing<sup>2</sup> and more sustainable printing. Odorless displays are UL GREENGUARD GOLD Certified<sup>3</sup> using this FSC®-certified paper.<sup>4</sup>

### Be productive—durable prints are easy to install and remove

Maintain high productivity and offer your customers a durable, easy-to-use solution. This wall paper goes up with common adhesives and installation techniques. Prints produced with HP Latex Inks on HP PVC-free Durable Smooth Wall Paper are Type II (ASTM F793) compliant<sup>5</sup> for durability characteristics—ideal for use in environments subject to wear and tear. HP PVC-free Durable Smooth Wall Paper was tested under the EN233 European Standard (EESTI Standard, EVS-EN 233:2000), and passed Wave 1 for Spongeability with excellent color fastness ratings after printing with HP Latex inks.

### Boldly define interior spaces—see the ColorPRO difference<sup>6</sup>

See high-impact graphics with an extended range of colors. Engineered with ColorPRO Technology to deliver color excellence, this digital wall decoration solution from HP delivers professional quality and striking results.

Target customers	Applications	Benefits	
		Compliance with international wallcovering industry standards	Environmental and health certifications
Print service providers	Wall murals	Type II wallcovering, ASTM F793 compliant for durability characteristics <sup>5</sup>	REACH compliant <sup>9</sup>
	Creative design applications	EN233 (EESTI Standard) Spongeability rating (wave 1), Excellent color fastness rating	PVC-free <sup>1</sup> alternative, easier to dispose of than most PVC-based substrates
		Flame resistant <sup>7</sup>	FSC®-certified paper <sup>4</sup>
		Over 20 years indoor display permanence <sup>8</sup>	UL GREENGUARD GOLD Certified prints <sup>3</sup>
		Wide range of textures (embossable)	Compliant with CHPS Section 01350 specification <sup>10</sup>
		Works with common primers, pastes, finishing, and installation methods	Earn LEED credits <sup>11</sup>
			Highly mold and mildew resistant <sup>12</sup>
			Carries the CE certification <sup>13</sup>

## Technical specifications



### HP PVC-free Durable Smooth Wall Paper

For the latest ICC profiles/paper presets, please visit [HPLFMedia.com/paperpresets](http://HPLFMedia.com/paperpresets).

<b>Weight</b>	290 g/m <sup>2</sup> per TAPPI T-410 Test Method			
<b>Thickness</b>	431 microns/17 mil per TAPPI T-411 Test Method			
<b>Opacity</b>	94% per TAPPI T-425 Test Method			
<b>Finish</b>	Matte			
<b>Operating temperature</b>	15 to 35° C / 59 to 95° F			
<b>Operating humidity</b>	30 to 80% RH			
<b>Display permanence (Indoor home or office)</b>	Over 20 years, away from direct sun with HP Latex Inks <sup>8</sup>			
<b>Display permanence (Commercial in-window)</b>	Over 3 years, unlaminated with HP Latex Inks <sup>14</sup>			
<b>Water resistance</b>	Water resistant with HP Latex Inks <sup>15</sup>			
<b>Flame resistance</b>	Class A, CA 1237, B1, M1, and ISO 5660 approved fire certifications <sup>7</sup>			
<b>Dry time</b>	Instant dry			
<b>Shelf life</b>	2 years unopened in original packaging			
<b>Storage temperature</b>	10 to 40° C / 50 to 104° F			
<b>Storage humidity</b>	20 to 80% RH			
<b>Country of origin</b>	Product of China			
<b>Ordering information</b>	<b>Product numbers</b>	<b>Roll sizes</b>	<b>UPC codes</b>	<b>Region</b>
	E4J52A	1067 mm x 30,5 m (42 in x 100 ft)	848412014563	Worldwide
	E4J53A	1372 mm x 30,5 m (54 in x 100 ft)	848412014570	Worldwide
<b>Warranty</b>	<p>HP large format printing materials are preferred for indoor materials and workspaces. For a complete warranty statement, please visit <a href="http://HPLFMedia.com/mediawarranties">HPLFMedia.com/mediawarranties</a>. To obtain warranty service, please contact Brand Management Group customer support at <a href="mailto:HPFMedia.com/hp/en/contactus">HPLFMedia.com/hp/en/contactus</a>.</p>			



The mark of responsible forestry



Note: Not all FSC®-certified products are available in all regions.

<sup>1</sup> Chemical analysis demonstrated elemental chlorine to be at or below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the papermaking process, and not due to the presence of PVC.

<sup>2</sup> Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

<sup>3</sup> With HP Latex Inks. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](http://ul.com/gg) or [greenguard.org](http://greenguard.org).

<sup>4</sup> BMG trademark license code FSC®-C115319, see [fsc.org](http://fsc.org). HP trademark license code FSC®-C017543, see [fsc.org](http://fsc.org). Not all FSC®-certified products are available in all regions. For information about HP large format printing materials, please visit [HPLFMedia.com](http://HPLFMedia.com).

<sup>5</sup> HP PVC-free Durable Smooth Wall Paper is compliant with the ASTM F793 standard (Type II) when printed at full coverage using Original HP 792 Latex Inks on the HP Latex 200 Printer series or HP 831 Latex Inks on the HP Latex 300 Printer series or HP LX610 Latex Inks on the HP Latex 800 Printer series or HP 881 Latex Inks on the HP Latex 3000 Printer. To avoid staining in unprinted areas, HP recommends cleaning the area within 30 minutes of any spill using a non-abrasive sponge with warm water and a mild dishwashing detergent.

<sup>6</sup> Prints on HP PVC-free Durable Smooth Wall Paper with Original HP 831 Latex Inks on the HP Latex 300 Printer series or HP 792 Latex Inks on the HP Latex 210/260/280 Printers have a color gamut ≥ 430K CIE Lab units. Type II wallcovering compliant with ASTM F793 for durability characteristics.

<sup>7</sup> Class A, CA 1237, B1, M1, and ISO 5660 approved fire certifications. Class A tested to ASTM E84-13a for burning characteristics, rated per section 803.1.1 of the International Building Code.

<sup>8</sup> Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see [HPLFMedia.com/hp/printpermanence](http://HPLFMedia.com/hp/printpermanence).

<sup>9</sup> This product does not contain substances listed as SVHC (155) per Annex XIV of the EU REACH directive published as of June 16, 2014 in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Declaration published at [HP Printing Products and Consumable Supplies](http://HP Printing Products and Consumable Supplies). Logo source: Copyright European Chemicals Agency.

<sup>10</sup> UL GREENGUARD GOLD Certified prints exceed the Special Environmental Requirements of the Collaborative for High-Performance Schools (CHPS), California Department of Public Health Standard Practice Section 01350 specification for indoor air emissions, and are accepted by Green Globes and Green Guide for Healthcare programs. See [chps.net](http://chps.net).

<sup>11</sup> To obtain US LEED credits based on FSC® certification, the builder must purchase HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks from an FSC Chain of Custody certified print service provider. To obtain LEED credits based on UL GREENGUARD GOLD Certification, HP PVC-free Durable Smooth Wall Paper printed with HP Latex Inks must be part of a wall system in which all components are UL GREENGUARD GOLD Certified.

<sup>12</sup> With HP Latex Inks. UL GREENGUARD found HP PVC-free Durable Smooth Wall Paper, which is designed with a breathable construction, to be highly mold and mildew resistant using test method GGTM.P040 and following the guidelines of ASTM D 6329. See [greenguard.org/en/CertificationPrograms/listingprograms\\_copy1/CertificationPrograms\\_microbialProgram.aspx](http://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.

<sup>13</sup> According to European Standard EN15102.

<sup>14</sup> Interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6,000 Lux/12 hr day. For more information, see [HPLFMedia.com/t/printpermanence](http://HPLFMedia.com/t/printpermanence).

<sup>15</sup> Performance varies based on printer and print profile. Water resistance testing by HP Image Permanence Lab on a range of HP media and follows ISO 18935 method. For more information, see: [HPLFMedia.com/t/printpermanence](http://HPLFMedia.com/t/printpermanence).

For detailed information on the HP large format printing materials portfolio and to order, see [HPLFMedia.com](http://HPLFMedia.com)

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