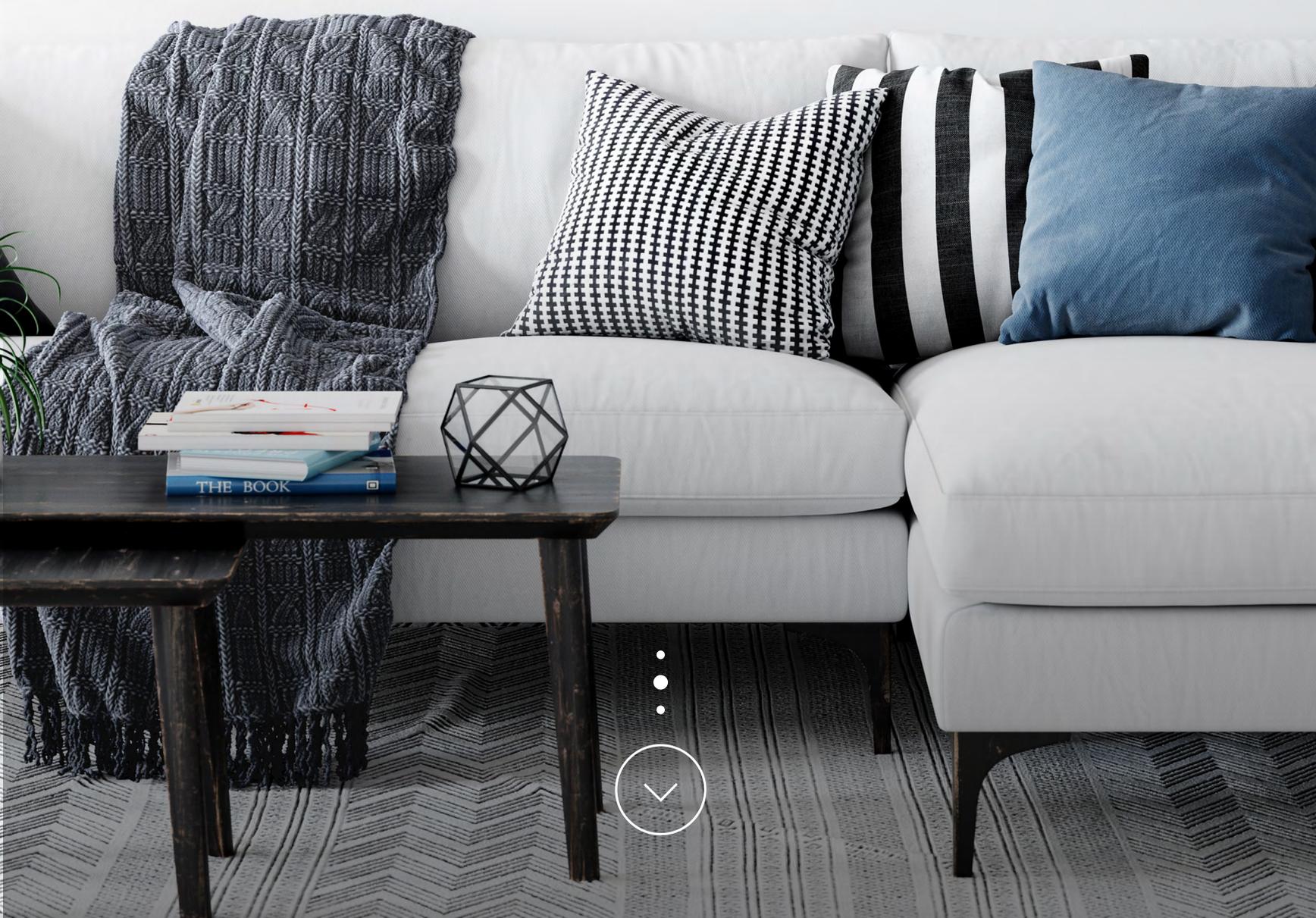
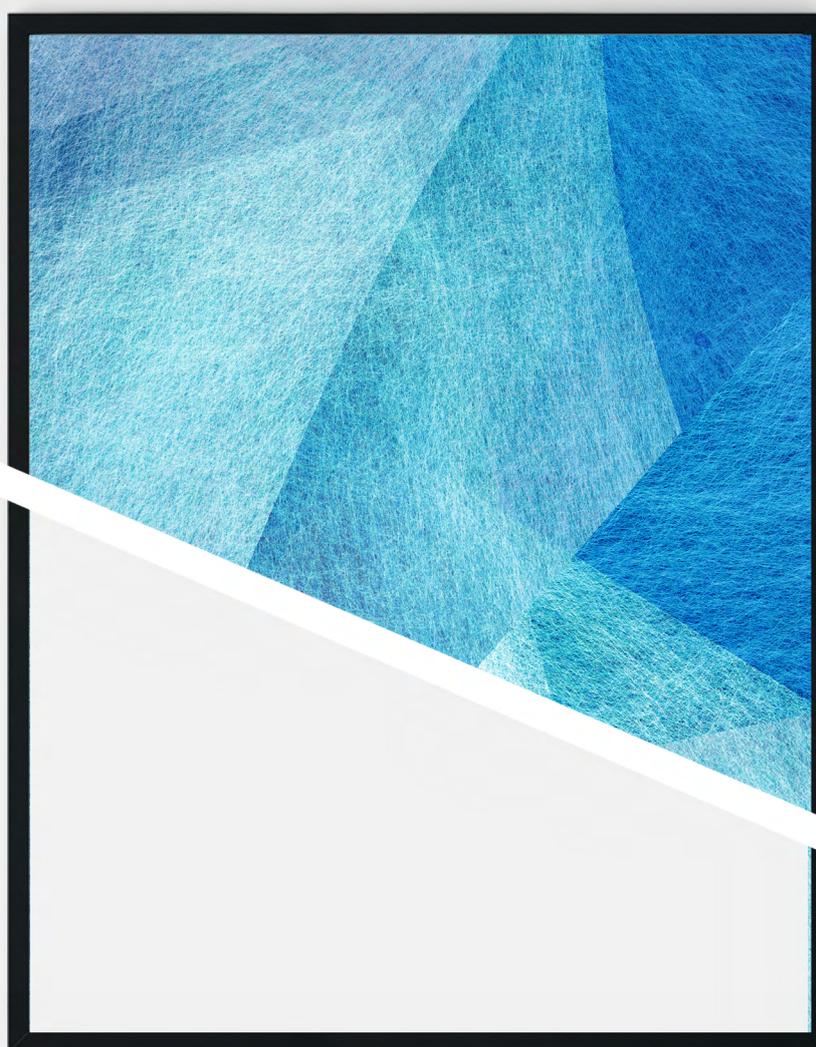
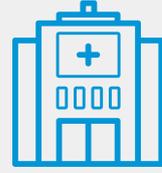




Print Décor

5 exciting growth markets





Healthcare



Residential



Hospitality, Travel
& Tourism



Workplaces

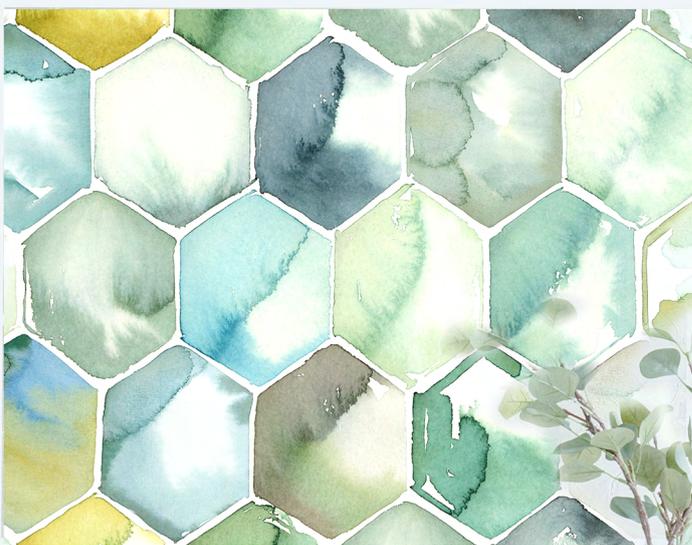


Retail

► Residential

Thirty years ago, you could consider your home personalized if you had a few photographs on the mantelpiece. Twenty years ago, your home was only as unique as you could afford and luxury in design meant golden bathtubs and wall-to-wall marble.

Nowadays, homeowners crave uniqueness; a look that no one else has in their home. Architects and interior designers are capitalizing on this demand and are continually looking for newer materials and applications to help them customize interior environments. Digitally printed wallpaper, upholstery, window blinds, and canvas are just a few of the new applications in this ever-growing market.



► Workplaces

The clichéd drab grey office with rows of identical partitioned cubicles may not be dead just yet, but it is becoming a relic of the past as we enter the era of employee experience.

An era where the world's leading corporations, in order to attract and retain workforce talent, are committed to building work environments that are places where people want to be. Such companies are committed to designing smart workspaces that forge the link between the workspace, employee satisfaction, and productivity.

Along with lighting and furniture, décor is one of the key elements that allow businesses to showcase their brand values and reflect the company culture of the workplace.

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In office spaces, we're beginning to experience a rise in abstract geometric shapes added as accent designs in places like kitchens, break rooms, reception areas, creative spaces, and more.

Ambius design expert Laura Burns-Lambert

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▶ Healthcare

Custom designs for healthcare spaces offer another exciting growth opportunity to improve the experience through décor. Strict clinical regulations require that everything be sterile, odorless, and easy-to-clean, which lends itself to working with laminates and latex printing technology.

For example, hospitals can be scary, especially for children. But with a little imagination, they don't have to be. In Denmark, HP partnered with H.C. Andersen Children's Hospital to create a more appealing environment using printed decorations installed on an MR scanner. The decorations help to reduce the stress and anxiety, often experienced by children, and thereby, help to reduce the number of instances where children need to be sedated before an MR scan.

Many other healthcare centers worldwide have adopted similar approaches by creating other colorful themed interiors—bedrooms, waiting rooms, corridors—using materials with positive environmental credentials and certifications for sensitive environments.



Want some inspiration?

Take a look at this Dezeen page on medical interiors. Dezeen is the world's most influential architecture, interiors, and design magazine.

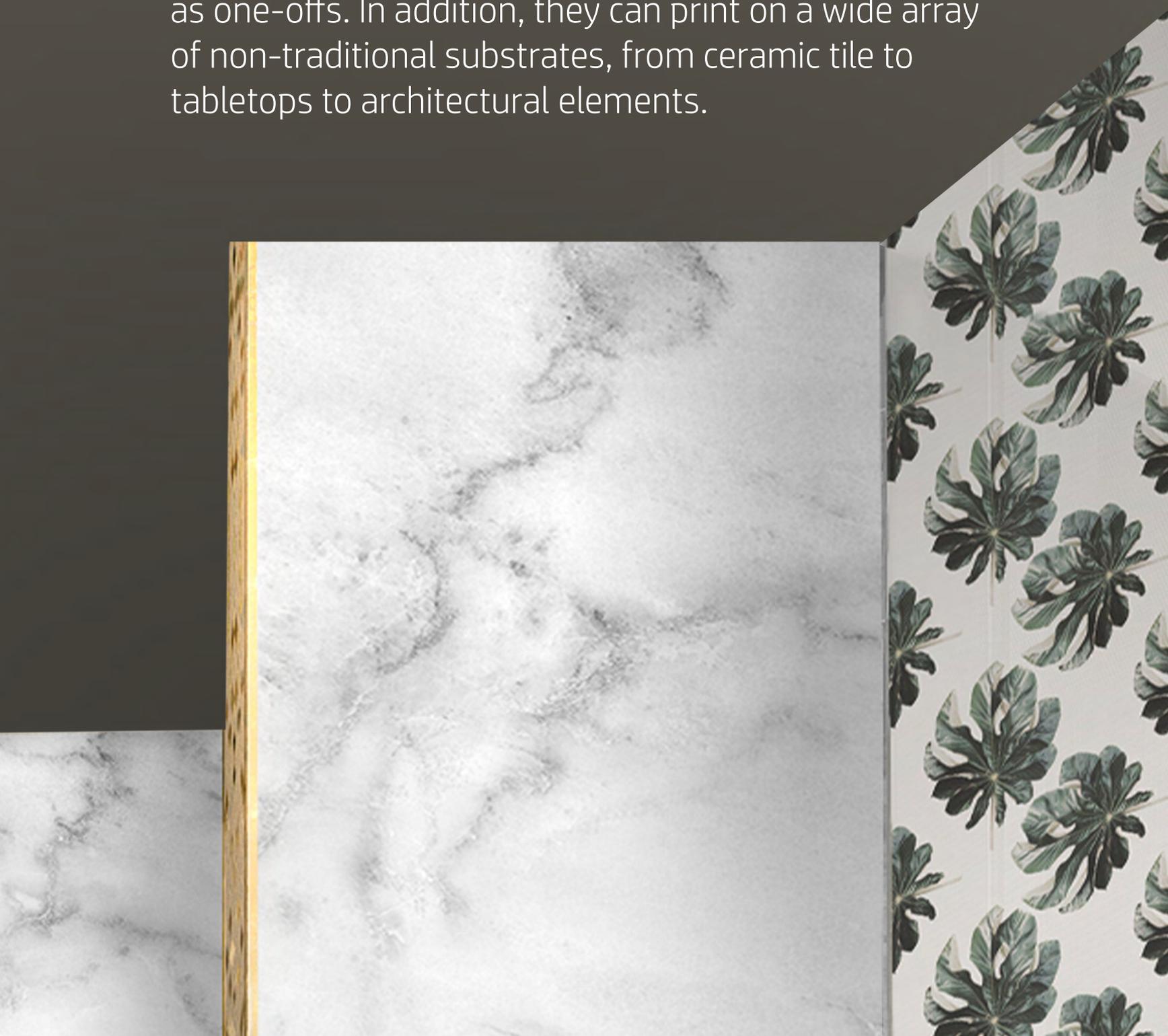
<https://www.dezeen.com/interiors/health-interiors/>

► Hospitality, Travel & Tourism

The hospitality and travel & tourism sector is a perfect market for unique graphics.

The opportunity within hotel groups is particularly exciting. For example, the Marriott has a large number of different hotel brands with different brand identities. So, for the main holding company, there is an opportunity to create new brands quickly by using interior décor as a key distinguishing element to capture a broad range of guest demographics and trends ranging from chic boutique to high-end corporate.

Digital wide-format inkjet, including latex ink systems, or dye-sublimation is a case of the right technology at the right time; allowing for unique designs to be economically and efficiently printed in low volumes or as one-offs. In addition, they can print on a wide array of non-traditional substrates, from ceramic tile to tabletops to architectural elements.



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Tremendous opportunities exist. Growth rates, depending on the application, run anywhere from a CAGR of 8% to 21% a year for the next three to five years.

Tom Wittenberg,
Sign & Décor marketing manager, Americas, HP

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▶ Retail

With the never-ending growth in online shopping, bricks-and-mortar retail stores have begun to take on a new role in order to survive. Their raison d'être is now about creating the most immersive, interactive shopping experience imaginable, in order to entice shoppers off their sofas and through their doors.

Bold color schemes are being used for eye-catching effect, particularly for zoning and to encourage particular customer behavior. Technology is increasingly being used to create immersive experiences. Spaces within stores that provide unexpected uses are also growing, as are museum-like environments that provide atmosphere rather than drive purchase.





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A visit to a brick-and-mortar space is more about the experience than anything else. For this reason, we are now taking what used to be considered much needed real estate for products and reallocating it for decorative installations for the ever-so-important Instagramable moment.

Brian Weltman,
CEO of Retail Habitats

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