

100 Applications in One.

Expand your applications and grow your business with the HP Latex R530

Generate ideas. Find solutions. Grow your profits with the HP Latex R530.





Introduction

Print is evolving faster than ever.

Today's customers are looking for more than great design. They want products that feel personal, are produced with sustainability in mind, and can be ordered in smaller quantities without compromising quality.

The HP Latex R530 helps print businesses meet these demands with a compact all-in-one solution for both rigid and flexible applications, enabling them to expand into higher-value work with premium image quality. The same versatility extends across the HP Latex R Series portfolio, helping print service providers diversify their offering, enter new markets, and grow their business with confidence. Regarding flexible applications, these can also be produced across the rest of the HP Latex portfolio. However, certain applications may require contour cutting to achieve the final result.

HP Latex printing is one of the most versatile and advanced solutions in the industry.

HP Latex technology combines outstanding image quality, water-based inks, broad media compatibility, and efficient production. From retail displays and signage to décor, packaging prototypes, and custom graphics, it empowers print businesses to produce a wide range of applications while adapting to evolving customer needs.

Top 100 Applications

1. Interior Décor & Experience Design

Experience

Interiors and décor that create an emotional connection and make brands memorable

Today, interiors are much more than a backdrop for work or retail. Increasingly, the space itself becomes part of how a brand communicates, shapes an experience and builds a connection with its audience.

Décor, graphics and finishing elements can influence how people feel in a space, how comfortable they are and how they perceive a company, product or institution.

For print and signage businesses, this is a high-value area where design plays a central role and projects are often developed in close collaboration with architects, designers and marketing teams. Projects in this section are often comprehensive and long-term in nature. They are also difficult to compare on price alone, which makes them particularly attractive from a business perspective.

#1 Circular Wall Graphics

Circular wall graphics are an easy way to add a bold feature to an interior without covering the entire wall. It takes just one graphic and a simple installation to make an immediate impact. The circle catches the eye and gives the space a natural focal point.

This works especially well in offices, hotels, communal areas and smaller rooms, where a full wall graphic might simply be too much. The circular format naturally draws attention to a graphic, pattern or message, without taking over the whole wall.







Recommended materials:
Self-adhesive vinyl
Canvas

HP Recycled Removable Adhesive Fabric, 3-in Core (Latex/solvent)



#2 PVC-Free Wallcoverings



PVC-free wallcoverings meet the growing demand for more sustainable materials in interior design. Customers are increasingly looking for environmentally responsible options without having to compromise on quality or appearance.

They are particularly well suited to offices, hotels, educational facilities and public spaces, where certifications and material safety matter, along with the way a brand presents its environmental credentials.

Recommended materials:
PVC Free Wallpaper
HP PVC-free Wallpaper

#3 Decorative Textile Panels



Decorative textile panels bring softness, texture and a sense of comfort to an interior. With printed graphics, they can work as both a decorative feature and a branding element, becoming part of the overall interior design. They are particularly popular in hotels and lounge areas, where atmosphere, acoustics and a welcoming feel all matter.

Textiles naturally add warmth and make a space feel more comfortable. For print businesses, this is a premium product that fits well with interior design projects and work carried out with architects. It has high perceived value and leaves plenty of scope for custom designs.

Recommended materials:
PU Synthetic leather
Frontlit Textile
HP Light Fabric

#4 Decorative Mirrors



Printed decorative mirrors combine a practical purpose with an element of design. Graphics applied to the mirror surface create a subtle visual effect without taking away from its function.

They work particularly well in hotels, restaurants, boutiques and modern offices, where small details can make a real difference to the character of an interior. For signage and graphics businesses, this is a niche but attractive product. It can add something different to a décor range and is well suited to projects where visual quality is a key part of the brief.

Recommended materials:
Aluminum Composite Panel - Mirror finishing

#5 Textured Wallcoverings



Graphics you can feel!

Textures stay true to the original material, preserving surface detail and delivering a premium, high-quality appearance.

Recommended materials:
Metallic Woven Wall-covering

#6 Satin Wallcoverings



Choosing the right wall finish for a commercial interior isn't only about how it looks. It also says something about the business and the image it wants to present. First impressions matter. A satin wallcovering gives the space a high-quality finish and shows attention to detail.

Recommended materials:
Non-woven Wall-covering

#7 Scented Wall Panels



Olfactory Design

Our sense of smell is directly connected to the limbic system, the part of the brain involved in emotion and long-term memory. This is why scent can create a particularly strong and lasting association with a brand. At a time when people spend much of the day surrounded by screens and digital content, multisensory spaces offer a different kind of experience.

Combining scent with visual and tactile elements can help create a more comfortable environment and encourage visitors to spend longer in a showroom or boutique.

Recommended materials:
Scented Frontlit Textile

#8 Custom-Printed Ceiling Panels



The ceiling is often overlooked when it comes to graphics and interior decoration. Custom-printed ceiling panels offer an unusual way to give a space more character. They can make a real difference without becoming the main feature of the room.

They are a good fit for offices, hotels, shops and public spaces, particularly where the interior design needs to work with the space rather than dominate it. Ceiling graphics don't always catch your attention straight away, but they can change the way a room feels. For print businesses, it's a niche product with a premium appeal.

Recommended materials:
Backlit Textile

#9 Graphics on Furniture Boards

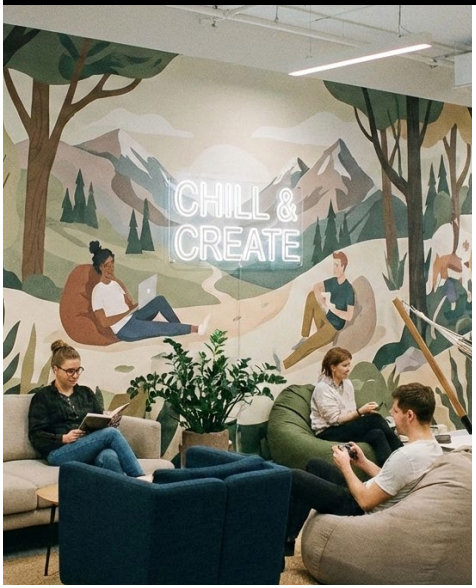


Adding graphics to office and reception furniture is a simple way to give an interior its own look without affecting how the furniture is used.

A standard cabinet or shelving unit can become a large-format graphic feature. Rather than taking over the space, it adds colour and character while remaining fully functional.

Recommended materials:
Natural wood

#10 Custom Chill-Out Areas



Chill-out and break areas have become a regular feature of modern offices. When designed well, they give employees a place to recharge, spend time together and take a proper break from their desks. Custom graphics, furniture and acoustic elements can bring the whole area together and reflect the company's culture and values. These spaces can make a real difference to employee wellbeing and how people feel at work.

For print and signage businesses, they also offer the chance to work on complete interior projects where both design and brand identity matter.

Recommended materials:
Non-woven Wall-covering
HP PVC-free Wallpaper; HP Recycled Removable Adhesive Fabric, 3-in Core (Latex/solvent)

2. Art, Fine Art Graphics & Premium

Premium & Design

Art, fine art graphics and products with high perceived value

Premium and design-led products are aimed at brands that want to stand out through quality, detail and aesthetics rather than mass production. Here, print is about more than communicating information. It becomes part of the style, character and feel of the finished piece.

For print and signage businesses, this category is built around higher margins, short runs and one-off projects. Many are produced in collaboration with architects, interior designers, artists and premium brands. Price comparisons are less straightforward with this type of work. The quality of the finished product and good advice throughout the project often matter more.

#11 Gold and Silver Canvas Prints



Gold and silver canvas prints have an immediate premium look. Their metallic surfaces interact with the light, so the artwork changes depending on where you stand and how the light falls on it. The result gives the interior a more luxurious feel.

They work particularly well in hotels, boutiques, restaurants and reception or presentation areas, as well as interiors where the brand wants to create a more exclusive image. Canvas is no longer just a traditional wall print. It becomes part of the interior design.

Recommended materials:
Apex Premium Canvas Metallic Gold
Metallic Canvas

#12 Canvas with White Underprint



Printing a white layer underneath the image helps produce stronger colours, greater depth and fine detail, even in demanding artwork and photography. This is particularly useful for art, photography and exhibition work, where image quality is critical.

Recommended materials:
Metallic Gold Canvas

#13 Acrylic Prints



Acrylic prints and photographs combine a modern look with an elegant finish.

The glass-like surface, gloss and depth of colour give the image the look of a gallery piece. They are a good choice for executive offices, hotels, galleries and showrooms, as well as other interiors where modern design and high image quality are important.

Recommended materials:
Acrylic

#14 Holographic Posters



Holographic posters stand out because their appearance changes as you move around them. The colours shift depending on the viewing angle, giving the poster a sense of movement. This makes them a good fit for brand campaigns, events and art projects where the aim is to create something unexpected and different.

Recommended materials:
Holographic film

#15 Vintage Photography

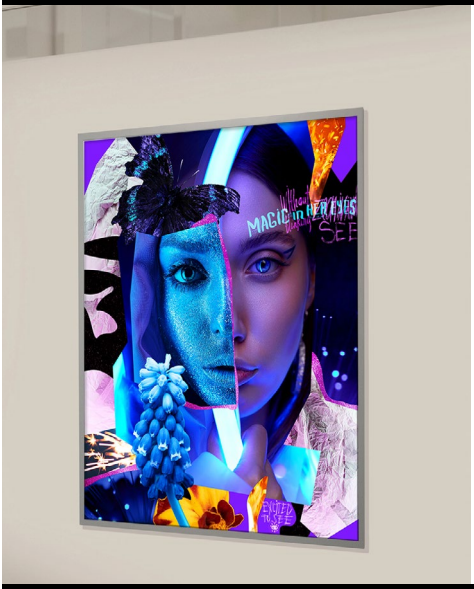


Vintage and retro-inspired prints bring a sense of history and a distinctive atmosphere to an interior.

They can give a place its own character and often become one of the details people remember about it.

Recommended materials:
Textured Foamboard
HP Premium Satin Canvas

#16 XL Photography



Large-format photography can set the tone for an entire space. At this scale, the image naturally becomes a focal point and has a strong influence on the atmosphere of the interior.

XL photographs work particularly well in lobbies, offices, hotels and public or commercial spaces where the image is intended to be the main visual feature.

Recommended materials:
Photo Paper
HP Professional Gloss Photo Paper or
HP Everyday Satin Photo Paper

#17 Matte Art Prints



Matte art prints work well in interiors where a softer look and visual comfort are important. With no distracting reflections, the image itself stays in focus.

They are often used in offices, private practices, wellbeing spaces and hotels, as well as interiors where artwork is there to create atmosphere rather than take over the room. For print businesses, matte prints are a useful addition to a premium range, giving customers another finish to choose from depending on the style of the interior.

Recommended materials:
Art Paper
HP Matte Litho-realistic Paper, 3-in Core

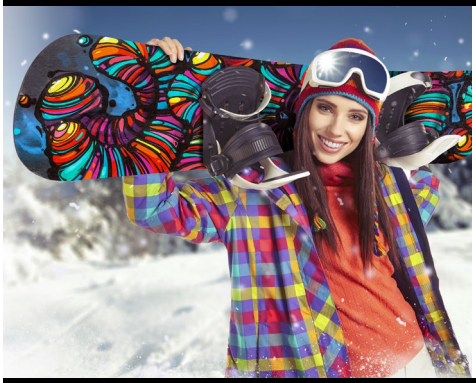
#18 Multi-Layer Posters



The layered construction gives the graphic a three-dimensional quality and adds to its visual appeal. It creates a sense of depth that is difficult to achieve with a conventional, single-layer print, making the finished piece feel more distinctive. This type of work is particularly well suited to galleries, showrooms and exhibition spaces.

Recommended materials:
Poster Paper
HP Everyday Adhesive Matte Polypropylene, 3-in Core

#19 Custom Snowboards



Custom snowboards bring together sport, design and branding. The board is still a functional product, but at the same time it becomes a way to express a brand's identity, personality and the lifestyle associated with it.

This type of project works particularly well for brand campaigns, limited editions and collaborations, especially in the outdoor and lifestyle sectors.

Recommended materials:
Laminated Self Adhesive Vinyl

#20 Custom Skateboards



Printed skateboards have strong roots in street and youth culture. Customisation can turn them into a distinctive way to present a brand, communicate an idea or showcase an artist's work.

This makes them a natural choice for lifestyle campaigns and promotional projects, particularly when the brand wants to connect with a younger, urban audience.

Recommended materials:
Laminated Self Adhesive Vinyl
HP Optimal Gloss Air GRP with HP Polymeric laminate

3. Packaging, Labels & E-Commerce

Sales

Packaging, labels and e-commerce – solutions that can make a real difference to conversion

Packaging is now one of the most important points of contact between a brand and its customers. It creates the first impression, communicates the quality of the product and can often influence the decision to buy both in-store and online. In e-commerce, packaging becomes part of the buying experience itself. In many sectors, it also has a marketing role: it represents the brand, supports its image and gives it another place to tell its story.

For print and signage businesses, this is an area with plenty of scope for repeat, long-term work. Regular orders, short runs, seasonal campaigns and customers expanding their product ranges all create opportunities for ongoing production. It is also one of the more stable areas covered in this catalogue, with strong potential for continued growth.

#21 Short-Run Packaging



Short-run packaging gives brands the freedom to test new products, flavour variants, limited editions and seasonal campaigns without having to commit to large production volumes.

This is particularly attractive to start-ups, craft and independent brands, as well as companies that are regularly adding new products to their range. The flexibility of short-run production also means they can respond more quickly to changing customer demand and new market trends.

Recommended materials:
Corrugated Cardboard
Folding Carton

#22 Premium Packaging – White Ink & Gloss



Premium packaging that uses white ink, gloss and special effects can immediately raise the perceived value of a product. These finishes help the pack stand out on the shelf and communicate a sense of quality before the customer has even opened it. This approach is particularly popular in cosmetics, wines and spirits, premium food and gift products, where the packaging is an important part of the overall brand experience.

For print and signage businesses, this can be a high-margin area. The quality of the print and finishing is important, but so is precision and choosing the right material for each application.

Recommended materials:
Corrugated Cardboard
Folding Carton

#23 Multipack Packaging



Short-run packaging production enables cost-effective customization, making it ideal for limited editions, seasonal campaigns, and small-batch applications.

HP Latex printing uses water-based inks and produces odourless prints, while delivering high-quality graphics that help the product stand out on the shelf.

Recommended materials:
Folding Carton

#24 Wine Gift Packaging



Wine packaging is closely tied to occasions and gifting. It is bought for anniversaries, celebrations, corporate events and simply as part of a gift. Customers expect it to look good, feel personal and have something about it that makes the gift feel a little more special.

Short-run production is particularly useful here because demand changes throughout the year. Different designs can be produced for holidays, weddings, corporate events or promotional campaigns run by wine and spirits brands.

Recommended materials:
Folding Carton

#25 Printed Wrapping Paper



Printed wrapping paper is one of the simplest yet most effective ways to build brand recognition in e-commerce.
Every parcel becomes another place for the brand to communicate and part of the customer experience.

Recommended materials:
Wrapping Paper
HP Satin Wrapping Paper

#26 Packaging labels



Digitally printed labels give brands the freedom to test new products, variants and personalised designs without having to order large quantities. They are a good fit for craft brands, start-ups and businesses that regularly introduce new products. The label becomes a flexible tool that can support product development.

For print businesses, these regular short-run orders can provide a steady stream of revenue.

Recommended materials:
Self Adhesive Vinyl
HP Permanent Gloss/Matte Adhesive Vinyl

#27 Premium Labels



A premium label is a small detail that can make a real difference when a customer is choosing between products. Metallic finishes, special effects and unusual materials can communicate quality, luxury and a sense of exclusivity.

They are particularly popular for cosmetics, wines and spirits, premium food and gift products, where packaging plays an important part in how the brand is perceived.

Recommended materials:
Metallic Self Adhesive Film

#28 Printed Paper Bags



Printed paper bags are a mobile form of brand communication and an important part of the shopping experience. Customers take them away, carrying the brand beyond the shop itself.

This is particularly relevant in retail, food service and the premium sector, where packaging is an extension of the company's image.

Recommended materials:
Heavy Coated Paper

#29 Menus for Restaurants



The menu is one of the most important points of contact between a customer and a restaurant or hospitality brand. Its format, quality and appearance shape how customers see the venue, but they can also influence what they decide to order. A well-designed menu helps sell, makes the offer easier to navigate and reflects the character of a restaurant, café or hotel. For print businesses, menus mean regular orders, seasonal updates and the potential for long-term relationships with HoReCa customers.

Recommended materials:
Colored PVC Foam Board Folding Carton
HP Everyday Matte Polypropylene

#30 Bird Feeders



(seasonal eco-product)

Printed bird feeders combine a practical purpose with environmental and brand communication. They fit naturally into CSR activities and environmental campaigns.

They are particularly popular during the autumn and winter months, whether used as promotional items, as part of community initiatives or as corporate gifts.

Recommended materials:
Natural Wood

4. Pos, Retail & Sales

Retail & Pos

Where customers make their decision

The point of sale is the moment of truth for a brand. This is where customers see the product, compare their options and decide what to buy – often within a matter of seconds. Well-designed POS materials and retail displays can have a direct impact on sales, product visibility and the overall shopping experience.

For print and signage businesses, this is a highly practical area with plenty of repeat work and scope to scale. Projects often include roll-outs across multiple locations, seasonal campaigns and ongoing work with brands and retail chains. It's where design has a direct connection with sales results.

#31 POS/POP Displays



POS and POP displays are among the most effective tools for influencing buying decisions at the point of sale. When designed well, they catch the customer's eye, make products easier to navigate and help individual items stand out from the competition. They are used in both large retail chains and smaller stores.

Recommended materials:
Kraft Corrugated Cardboard
HP Everyday Matte Polypropylene

#32 Jewellery Displays



Jewellery displays call for particular attention to detail, appearance and quality of finish. Their role goes beyond simply presenting the product. A good display should also reflect its value and premium character.

The way jewellery is presented can have a direct influence on how customers perceive its quality and price.

Recommended materials:
Foamboard
HP Removable Adhesive Fabric

#33 Small Leaflet Stands



Small leaflet stands are simple, but they can be very effective for supporting sales and communication wherever customers come into contact with a business.

They are ideal for counters, at reception desks, in service points and healthcare facilities, where space is limited and the message needs to be clear and easy to take in.

Recommended materials:
PP board

#34 Brochure Stands



Brochure stands keep printed materials organised and make them easy for customers to pick up. They are a familiar sight at customer service points, reception areas, sales offices and trade shows.

A well-designed stand makes information easier to see and encourages people to take a brochure rather than simply pass it by on the counter.

For print businesses, this is a versatile product that is easy to standardise and reproduce. Larger quantities are often ordered by retail chains and institutions.

Recommended materials:
Honeycomb

#35 Exhibition Stands



A well-designed exhibition stand can have a direct impact on how effectively a business attracts new contacts. At a trade show, good design isn't only about appearance. It also needs to support the commercial purpose of the stand and help turn conversations into business opportunities.

Recommended materials:
Self Adhesive Film
HP Removable Adhesive Fabric

#36 Film Lightboxes



Lightboxes with printed film produce rich colours, clear graphics and good visibility, regardless of the surrounding lighting. They are widely used in retail, shopping centres and points of sale, where illuminated graphics need to remain easy to see.

Recommended materials:
Backlit Film
HP Backlit Polyester Film

#37 Fabric Lightboxes

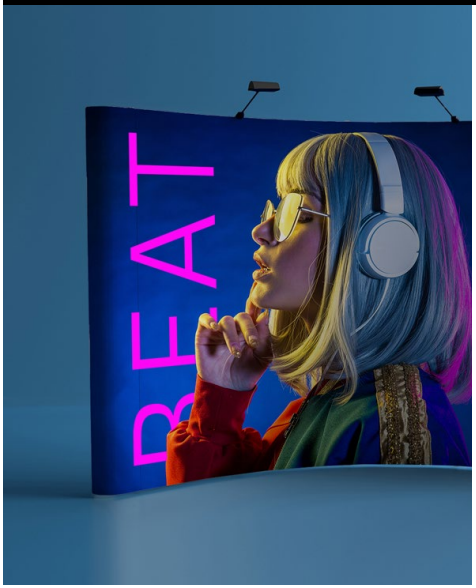


Fabric lightboxes have a clean, modern look, with even illumination and graphics that are easy to replace.

This makes them a practical option for marketing campaigns where the message or artwork changes regularly.
They work well in retail, at trade shows and in office spaces where visual communication needs frequent updates.

Recommended materials:
Backlit Textile

#38 Exhibition Display Stands



Display stands are a basic part of brand visibility at trade shows, conferences and industry events. Their job is simple: attract attention and communicate the offer clearly.

They can form part of a larger exhibition stand or work on their own in a smaller space. Portability, easy assembly and a good finish are particularly important here.

For print and signage businesses, they are often one part of a larger event project.

Recommended materials:
Frontlit Textile

#39 Shop Windows



A well-designed shop window is an important link between a brand and people passing by. It can turn a quick glance into a decision to step inside.

For print and signage businesses, shop window graphics can provide a steady source of repeat work, driven by seasonal campaigns and regular installation cycles.

Recommended materials:
Transparent Cling Film
HP Premium Clear Window Film

#40 Floor Stickers



Floor stickers are a highly effective way to guide customers around a store or advertise a product. Used in the right place, they can lead customers directly towards a promoted item at the point when they are deciding what to buy.

For print and signage businesses, they are a repeatable product that can be produced at scale. They do, however, require suitable anti-slip laminates and durable materials that can cope with heavy foot traffic.

Recommended materials:
Laminated Self Adhesive Vinyl
HP Vital Floor & Wall Dot Adhesive

5. Events, Trade Shows & Experience Marketing

Events & Reach

Visibility, interaction and social media

Events, trade shows and promotional activities are no longer just one-off occasions.

They are a way for brands to reach people, build relationships and increase visibility, both offline and online. Well-designed event graphics and displays can continue to work after the event is over, appearing in social media posts and other marketing content.

For print and signage businesses, this is a creative area that also calls for mobility and the ability to deliver complete projects. The same customers often return for future events.

#41 Event furniture



Event furniture combines a practical function with visual communication. It forms part of the overall stand, exhibition space or outdoor event setup. Custom graphics can also help reinforce the brand identity.

For print businesses, event furniture is usually part of a larger project and is often ordered as a matching set.

Recommended materials:
Honeycomb

#42 Event Shelving

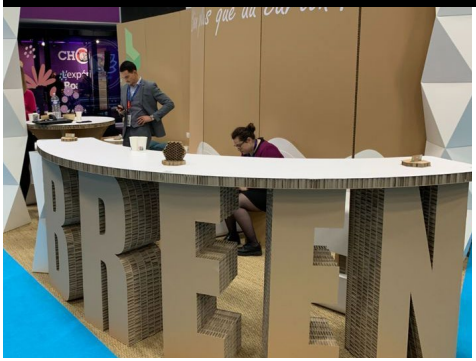


Event shelving provides a neat way to display products, promotional materials or giveaways during an event. It needs to be lightweight and easy to move, while still being durable enough for repeated use.

For print and signage businesses, shelving is a practical addition to exhibition stands and promotional displays.

Recommended materials:
Honeycomb

#43 Exhibition Stand Builds



Exhibition stand builds are complete setups that define how a brand presents itself at trade shows and conferences. Properly designed stand attracts attention, organises the available space and provides the right setting for sales conversations.

For print businesses, these can be high-value projects, often delivered in stages and then adapted or expanded for future editions of the same event.

Recommended materials:
Kraft Honeycomb

#44 Photo Walls



Photo walls are an effective way to generate organic reach during an event. Every photo taken against a branded backdrop and shared on social media can keep the client's brand visible long after the event itself has finished.

For signage businesses, photo walls are easy to scale and can be supplied alongside other event graphics and displays.

Recommended materials:
Foamboard
Honeycomb

#45 Selfie-points



Selfie points encourage event visitors to stop, take a photo and interact with the brand. When the setup works well, guests share their photos on social media and carry the brand into their own feeds.

For print businesses, this leaves plenty of room for creative projects that look different from standard event displays.

Recommended materials:
Self Adhesive Vinyl
HP Removable Adhesive Fabric

#46 Event Giveaways



Event giveaways give visitors something physical to take home and keep the connection with the brand going after the event.

When they are useful and well designed, they can create positive associations and help people remember the brand.

Recommended materials:
Kraft Honeycomb

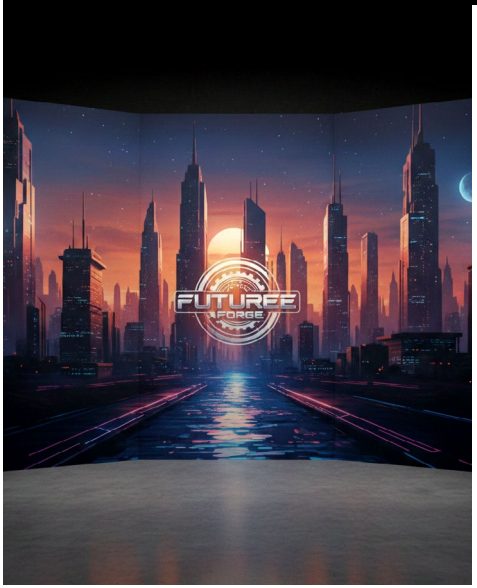
#47 Roll-Ups



HP Latex printing helps avoid the edge curl that can occur with some blockout materials. The prints are also odourless, making roll-ups well suited to indoor environments.

Recommended materials:
Blackout PP Film
HP Everyday Matte Polypropylene

#48 Custom Video Backdrops



Video backdrops help brands maintain a consistent visual identity during recordings, webinars and online broadcasts.

They have become particularly useful as hybrid communication has become part of everyday business.

For print businesses, they are a relatively new product category linked closely to the needs of digital marketing.

Recommended materials:
Foam Board
Foam PVC

#49 Asphalt Advertising



Asphalt graphics use urban space in an unexpected way and can quickly catch the attention of people passing by. They are mainly used for temporary campaigns and events.

For print businesses, they offer a less conventional option for outdoor advertising.

Recommended materials:
Laminated Polymeric Self Adhesive

#50 Advertising Flags



Advertising flags make a brand visible from a distance.

They are portable, easy to set up and suitable for a wide range of uses.

For print and signage businesses, they remain a classic but effective part of event advertising.

Recommended materials:
Porous Textile with liner

6. Indoor Advertising & Wayfinding

Space & Wayfinding

Function, order, user experience

A well-designed space is one where people can find their way intuitively, feel safe and comfortable, and get the information they need without being distracted by it. Signage, functional graphics and information systems are now an integral part of interior architecture and public spaces.

For print and signage businesses, this area often involves complete systems, projects delivered in several stages and long-term relationships with institutional clients, offices, retail chains and property developers.

#51 Information Signs



Information signs help organise a space and make it easier for people to find their way around offices, retail environments and public buildings. Their design, legibility and appearance have a direct impact on how comfortable and easy the space is to use.

Well-designed signs are consistent with the visual identity of the building and become part of its overall image.

For print businesses, this is a repeatable product, often supplied as part of a larger signage system.

Recommended materials:
PP board
Compress-board
Aluminum Composite Panel
HP Everyday Adhesive Matte Polypropylene

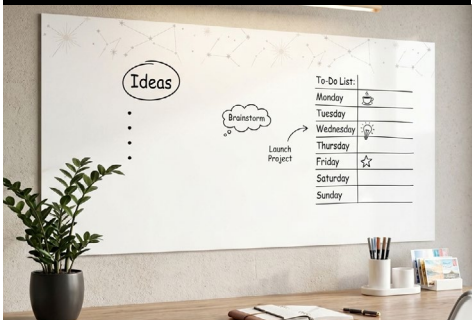
#52 Reflective Graphics



Reflective graphics offer a distinctive form of visual communication. By reflecting light, they keep a brand or message highly visible and easy to read after dark or in difficult lighting conditions.

Recommended materials:
Reflective Self Adhesive Vinyl

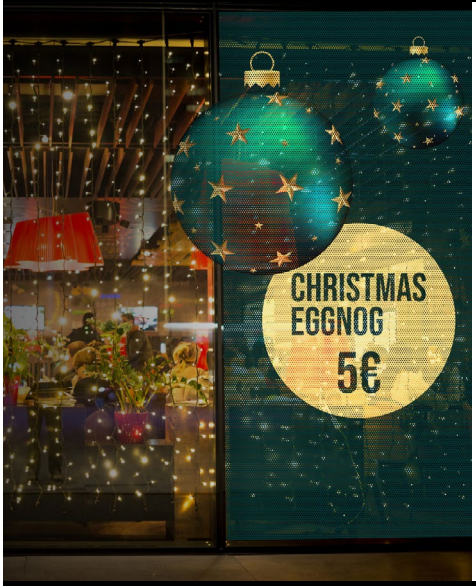
#53 Memoboards



Memoboards are practical surfaces for notes, planning and team communication. They combine everyday function with interior design, particularly in offices and creative workspaces.

Recommended materials:
Dry-erase laminated Self Adhesive Vinyl

#54 Day & Night OWV Graphics



Day & night OWV graphics allow a message to remain visible during both the day and at night, without the need for additional illumination. They are particularly useful in urban and commercial spaces, where visibility is essential.

For print businesses, this is a more technically advanced product that can add something different to an outdoor advertising range.

Recommended materials:
Transparent Film

#55 Glass Partitions



Glass partitions with printed graphics combine transparency, privacy and good design. They make it possible to divide a space without closing it off, while also supporting the visual identity of the interior.

For print businesses, this is a premium product often used in office and architectural projects.

Recommended materials:
Transparent Self Adhesive Film
HP Premium Clear Window Film

#56 Frosted Films



Frosted films provide privacy while still allowing natural light into the space.They are commonly used in offices, consulting rooms, healthcare facilities and other service environments.

For print and signage businesses, they can generate repeat orders when interiors are redesigned or updated.

Recommended materials:
Frosted Self Adhesive Film

#57 Chalkboard

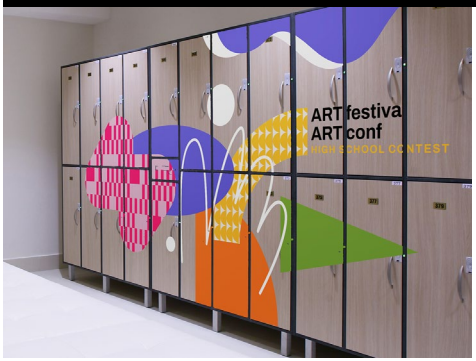


Chalkboard surfaces offer a flexible way to display messages, information or creative notes. They are widely used in restaurants and cafés, education and office environments.

For print and signage businesses, they combine a practical function with a decorative one.

Recommended materials:
Chalkboard Self Adhesive Vinyl

#58 Locker Stickers



Locker stickers help organise shared spaces and make it easier for users to identify their lockers.

They are used in offices, schools, gyms and changing rooms. For print businesses, this is a straightforward product suited to series production.

Recommended materials:
Self Adhesive Vinyl
HP Prime Gloss Air GR

#59 Window Films



Window films turn shop windows and other glazed surfaces into useful spaces for visual communication. They can serve a decorative, informational and branding purpose at the same time.

They are used in shops, offices, service outlets and gastronomy, where the shop window is the customer's first point of contact with the brand. For print businesses, this can mean regular repeat orders linked to seasonal changes, promotions and rebranding.

Recommended materials:
Transparent/Frosted Self Adhesive Film
HP Premium Clear Window Film

#60 Seasonal Graphics



Seasonal graphics can become the basis of an ongoing relationship, with customers regularly updating their visual communication throughout the year.

They work particularly well in retail, offices and public spaces.

For print businesses, this can provide a predictable stream of recurring revenue.

Recommended materials:
Self Adhesive Vinyl
HP Everyday Matte Air GP

7. Mobility, Car Wrapping & Transport

On The Move

Brands on the move – mobility, transport and visibility in public spaces

Movement is one of the most natural and effective ways for a brand to be seen. Vehicles, public transport and micromobility travel through the same places people move through every day – around the city, on their way to work and in their free time.

Mobile advertising doesn't ask people to stop and pay attention. It simply becomes part of their surroundings, building brand recognition through repeated exposure.

For print and signage businesses, this is an area with considerable scale. Projects often involve entire fleets, long-term contracts and ongoing work with cities, transport operators and major brands. It is also changing quickly as new forms of mobility appear and urban spaces continue to evolve.

#61 Fleet Wrapping



Fleet wrapping is one of the most effective forms of outdoor advertising. Company vehicles travel through towns and cities every day, reaching thousands of people without additional media placement costs.

A consistently branded fleet gives a company a more professional image, builds brand recognition and can strengthen its credibility with customers.

Recommended materials:
Laminated Cast/Calendered Self Adhesive Vinyl

#62 Electric Scooters



Electric scooters and other forms of micromobility have become a familiar part of the urban landscape. Custom graphics give brands new ways to communicate in a modern, urban setting.

Scooter graphics can also be used for local campaigns or to build brand visibility.
For print and signage businesses, this is a growing area with future potential, closely linked to smart city trends and new forms of transport.

Recommended materials:
Laminated Self Adhesive Vinyl

#63 Car Wrapping



Car wrapping can completely change the look of a vehicle and give it a distinctive, individual character. It is particularly popular for brand campaigns, premium fleets and special projects.

With a full wrap, the vehicle becomes a mobile platform for the brand's story, attracting attention and making it more memorable.

Recommended materials:
Laminated Cast Self Adhesive Vinyl

#64 Motorcycle Wrapping



Motorcycles are a dynamic and highly visible form of advertising, especially in urban environments. Their shape and mobility naturally attract attention and help them stand out from other vehicles.

Motorcycle wrapping works well for lifestyle, event and sports campaigns, where energy, movement and emotion are an important part of the message.

Recommended materials:
Laminated Cast Self Adhesive Vinyl

#65 Public Transport Advertising



Advertising on public transport offers wide reach and regular exposure. Trams, buses and metro systems reach thousands of passengers every day, giving the message repeated visibility.

Advertising can cover the outside of a vehicle or appear inside in the form of posters, stickers and information graphics.

Recommended materials:
Self Adhesive Vinyl

#66 EV Charging Station Signage



Electric vehicle charging stations are a relatively new part of urban infrastructure, and they need clear signage and consistent branding. These are places where a practical, technical function meets the visual identity of a city or charging network operator.

Signage can cover more than the chargers themselves. It can also include the surrounding parking areas, ground markings, pylons and information signs.

Recommended materials:
Laminated Calendered Self Adhesive Vinyl
HP Optimal Gloss Air GRP

#67 Branded T-Shirts



Printed T-shirts are a classic form of mobile brand communication, but they are still highly effective. Event participants, employees and brand ambassadors become moving points of contact with the brand.

Properly designed graphics reinforce the visual identity and can also create a sense of belonging to a team or community.

Recommended materials:
Transfer film

#68 Promotional Magnets



Promotional magnets may be small, but they provide a lasting form of brand communication and often find a permanent place in the home or office.

Recommended materials:
Magnetic film

#69 Laptop & Phone Stickers



Laptop and phone stickers are small, but very personal, brand carriers. They stay with people throughout the day – at work, while travelling and out in public. With custom designs, they can be used for identification, promotion or employer branding.

For print businesses, they are a mass-market product that is easy to distribute and often ordered in larger quantities.

Recommended materials:
Laminated Cast Self Adhesive Vinyl
HP Prime Gloss Air GP

#70 Public Transport Branding



Public transport branding can include stops, shelters, trams, buses and passenger information systems. A consistent visual identity helps organise the space and gives the city a more modern image. These are usually long-term, system-wide projects, often delivered in stages as part of larger urban programmes.

For print businesses, this is a stable institutional market involving large-scale projects and high quality requirements.

Recommended materials:
Calendered Self Adhesive Vinyl

8. Acoustics, Comfort

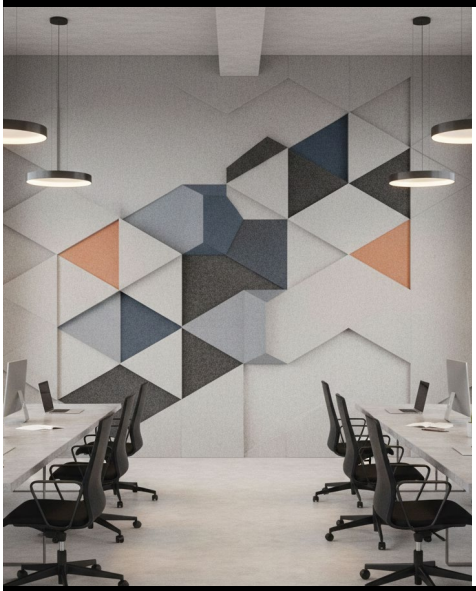
Comfort & Wellbeing

Spaces that make a real difference to wellbeing, concentration and performance

Comfort in workplaces and public spaces is no longer just an added benefit – it has become a real business value. Acoustics, ergonomics, aesthetics and material quality can all have a direct effect on concentration, productivity, health and how people feel in a space. Companies are increasingly treating wellbeing as part of their employer branding strategy and organisational culture.

For print and signage businesses, these projects can have significant value. They require an understanding of the space, close work with architects and interior designers, and the ability to combine technical requirements with good design. Projects in this category are rarely one-offs. They often develop in stages and lead to long-term relationships with customers.

#71 Acoustic Panels



Printed acoustic panels address one of the most common problems in modern interiors: too much noise. At the same time, they bring graphics, colour and the brand's visual identity into the space.

Instead of plain technical elements, the panels become part of the interior, improving acoustic comfort while also adding character.

For print businesses, this is a premium product that combines a technical function with design and is often supplied as part of a larger office project.

Recommended materials:
Acoustic Panel

#72 Custom Acoustic Booths



Acoustic booths meet the needs of hybrid working, online meetings and focused work in open-plan offices. They provide quiet, privacy and comfort without the need to rebuild or restructure the office.

Customising the booths allows them to match the company's visual identity and become a natural part of the interior rather than looking like a separate technical box.

For print and signage businesses, these are advanced, high-value projects that can involve consultation, prototyping and close cooperation with the customer during the design stage.

Recommended materials:
Frosted Self Adhesive Vinyl

#73 Cardboard Furniture



Customers are increasingly choosing more sustainable products. Cardboard furniture is 100% biodegradable and recyclable. This can be a strong marketing argument.

Fibre Premium and Brown boards have an outer polyethylene layer that provides better protection against moisture, without the need for lamination. This makes the material much less sensitive to changes in humidity and helps it retain its shape in both dry and humid conditions. The layer also helps prevent the board surface from cracking when the material is repeatedly folded along V-cut lines.

Recommended materials:
Honeycomb

#74 Planters



Producing original planters from cardboard tubes can be an interesting eco-design business model, combining relatively low production costs with good margin potential.

With the continuing popularity of the "Urban Jungle" trend (interiors filled with plants) plant lovers are always looking for unusual ways to display their collections.

Recommended materials:
Transparent Self Adhesive Film

#75 OSB Flooring



Raw building materials have become an important feature of loft, industrial and minimalist interiors. Printing on OSB or particle board fits naturally with this popular design trend.

The texture of OSB or the coarse fibres of particle board become a natural background for the graphics, giving the finished piece a distinctive, organic character.

Recommended materials:
OSB Wood Panel

#76 Thermoforming



Printing graphics, photographs or original designs directly onto felt panels gives customers the freedom to create fully customised wall decoration that also works discreetly as a sound absorber.

Recommended materials:
Transparent PET-G

#77 Printed Plywood



Restaurants, cafés, bars and shops, particularly in the HoReCa sector, are a natural target market. They can order coordinated, branded sets of stools, tables and bars printed with logos, graphic motifs or elements of the menu. Used together, these pieces become part of the venue's visual merchandising.

Recommended materials:
Varnished Wood

#78 Glass Balustrades



Glass balustrades with printed graphics combine safety with design and visual communication. The graphics can serve a decorative, informational or branding purpose, becoming an integral part of the architecture.

For print businesses, this is an advanced architectural product often used in prestigious projects.

Recommended materials:
Frosted Self Adhesive Film

#79 Framed Composite Panels



Framed composite panels are durable, attractive decorative elements for interiors and public spaces. They combine the durability of the material with high visual quality.

Recommended materials:
Aluminum Composite Panel

#80 Pet Houses



Printed pet products reflect the growing pet-friendly trend in both homes and offices. Pet houses, beds and accessories can become part of a lifestyle and a way for brands to communicate, particularly in CSR and employer branding campaigns.

Recommended materials:
Natural Wood

9. Education, Children & Public Spaces

Education & Community

Spaces that educate, engage and build connections

In education and community spaces, graphics and print have a much broader role than decoration alone. Engagement, interaction and a lasting impact on the people using the space all matter here – whether they are children, students, local residents or event participants. Well-designed visual elements can support learning, encourage curiosity and create positive experiences.

For print and signage businesses, this area is largely based on institutional projects and cooperation with local authorities, schools and organisations, often as part of long-term programmes.

#81 Floor Mats



Printed floor mats combine a practical function with education and decoration. They can feature maps, games, letters, numbers or themed graphics that engage users from the moment they step onto them.

They work especially well in nurseries and preschools, where movement and play are a natural part of the experience.

For print businesses, this is a durable product that is easy to customise and often forms part of larger educational projects.

Recommended materials:
Floor Mat

#82 Children's Furniture



Printed children's furniture can help create friendly, colourful and engaging spaces for younger users. The graphics become part of the furniture itself rather than simply an added decoration.

These products can support development, creativity and a sense of security in nurseries, schools and play areas.

Recommended materials:
Honeycomb

#83 Magnetic Letters



Magnetic educational letters support learning through play and interaction. Children can use them to make words, practise language skills and take part in creative group activities.

They are used in early education, preschools and therapeutic settings.

Recommended materials:
Magnetic Film

#84 3D Educational Materials



3D educational materials engage the senses and can make learning through experience easier.

Models, educational boards and three-dimensional elements help explain abstract concepts and processes.

Recommended materials:
Acrylic Panel

#85 Board Games



Printed board games can be used for both education and group activities. They can support learning, help develop social skills or form part of an institution's promotional activities.

For print businesses, this is a creative product often produced in short runs.

Recommended materials:
Compress board
HP Permanent Adhesive Vinyl

#86 Large Floor Games



Large floor games engage whole groups and encourage both movement and cooperation. They are used in schools, libraries, cultural centres and at educational events.

For print businesses, they are a distinctive large-format product with high visibility.

Recommended materials:
Floor Graphics Laminated Self Adhesive Vinyl

HP Recycled Removable Adhesive Fabric (Latex/Solvent)

#87 Playground Graphics



Playground graphics bring educational, themed and decorative elements into recreational spaces.
They can support learning, motor development and children's creativity.

For print and signage businesses, these projects are often carried out in cooperation with local authorities and institutions.

Recommended materials:
Laminated Calendered Self Adhesive Vinyl

HP Grip Matte Polymeric Air

#88 Climbing Wall Graphics



Printed climbing walls bring together sport, play and design. The graphics can have a decorative, educational or branding purpose.

For print businesses, this is a niche product, but one with strong visual impact.

Recommended materials:
Laminated Self Adhesive Vinyl

#89 Neoprene Mats



Neoprene mats make everyday work more comfortable, protect work surfaces and help keep the workspace organised. With custom graphics, they become a subtle but permanent brand presence – right in front of the user every day.

For print businesses, this is a product with good potential for higher-volume orders.

Recommended materials:
Neoprene Mat

#90 Yupo Wall Stickers



Children's wall stickers offer an interesting business opportunity, as parents are constantly looking for simple and attractive ways to decorate their children's spaces.

YUPOTako® by Yupo is a unique synthetic paper that sticks to smooth surfaces using its special micro-suction structure, without any adhesive.

YUPOTako® stickers can be used again and again. If dirt on the contact surface reduces their grip, simply wash the surface and the material can be used again.

Recommended materials:
Cling Film
HP Recycled Removable Adhesive Fabric

10. New Directions & Business Models

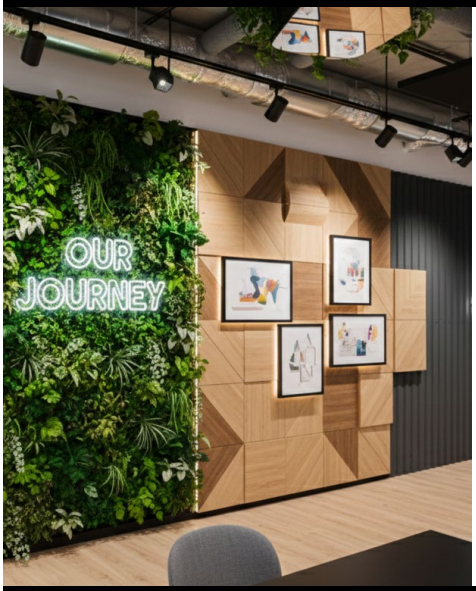
The Future

New business models, services and directions for market growth

This section isn't about products. It describes a different way of thinking about print and advertising. The future of the industry lies not in one-off jobs, but in services, experiences and long-term customer relationships. It means moving from simply producing something for a client to becoming a business partner.

For print and signage businesses, this is where some of the most resilient revenue models can be built, based on subscriptions, servicing, regular updates and scalable roll-outs.

#91 Storytelling Walls



With a service-based model, storytelling walls are no longer a one-off interior project. They become an evolving tool for brand communication. The company's story, values, projects and people can be updated as the organisation develops. Instead of a "finished wall", the customer gets a storytelling system that changes over time – with a rebrand, changes to the team or a new strategy.

For print businesses, this means moving from the role of supplier to communication partner, with an ongoing relationship based on updates and new content.

Recommended materials:
Natural Wood

#92 Graphics as a Subscription





A subscription model for graphics is based on regularly replacing, refreshing and updating visual communication in the customer's space. Instead of a one-off job, it creates an ongoing working relationship.

This model is well suited to retail, offices, hotels and chains that need to respond to seasonal changes, campaigns and updates to their offer.

For print businesses, it provides predictable, recurring revenue and makes it easier to plan production and resources over the longer term.

Recommended materials:
Foam PVC
Foamboard

#93 Wayfinding Systems



Wayfinding as a service takes a complete approach to signage – from analysing how people move through a space and designing the system to installation and later updates. Spaces aren't static. Their functions, tenants and processes change. The information system needs to keep up with those changes.

For print and signage businesses, this means becoming a long-term strategic partner responsible for how the space works, rather than simply supplying signage as a one-off project.

Recommended materials:
Floor Graphics Laminated Self Adhesive Vinyl
HP Vital Floor & Wall Dot Adhesive

#94 Custom Mobile Solutions



DemoVan as a product

A DemoVan is a ready-made mobile marketing solution that a brand can use again and again in different locations. Instead of designing a new stand or display for every event, the customer gets a scalable format that can be adapted to different events and markets.

For print businesses, these are high-value projects with strong potential for repeat work and long-term development.

Recommended materials:
Laminated Cast Self Adhesive Vinyl
HP Optimal Gloss Air GRP with HP Polymeric laminate

#95 Custom Furniture

Print: HP LATEX R530



This model treats furniture as a surface for creative content, with a standard construction (such as a tabletop and tubes) becoming a canvas for original, functional design.

HP Latex technology makes it possible to produce original collections quickly or create fully customised pieces to order. By printing on structural elements and seating surfaces, the furniture stops being just part of the background and becomes a focal point for expressing a brand or the owner's personal style. This approach also reduces the risk of keeping unsold designs in stock, as the final design can be printed on demand using ready-made components. It combines traditional craftsmanship with the flexibility of digital production and responds to a growing niche for distinctive, high-end interior pieces.

Recommended materials:
Natural Wood

#96 Micro Fashion Brand



The micro fashion brand model is based on unique, limited clothing collections with photorealistic print quality that can be difficult to achieve economically with traditional screen printing in very short runs.

Using Latex printing with suitable transfer films makes it possible to produce flexible, durable heat transfers for short-run and customised clothing.

A cutting plotter can precisely contour-cut complex graphics, making it easier to respond quickly to trends and personalise garments such as hoodies, T-shirts or caps – even as one-offs – while maintaining the margins associated with a premium product.

Recommended materials:
Transfer Film

#97 Boat & Train Wrapping



Boat and train wrapping is a high-end segment where margins come from specialist knowledge and demanding technical requirements.
For boats, materials need to cope with demanding outdoor conditions, while allowing customised graphics to be applied to the hull. Rail projects have their own requirements, including fire performance and resistance to the chemicals used during cleaning and graffiti removal. Accurate cutting is also important when graphics need to fit around rivets, curves and other details of the vehicle.

This business model is built around B2B contracts and long-term servicing, moving the print business beyond simply supplying graphics and towards the role of a specialist technology partner for industry and premium projects.

Recommended materials:
Laminated Cast Self Adhesive Vinyl



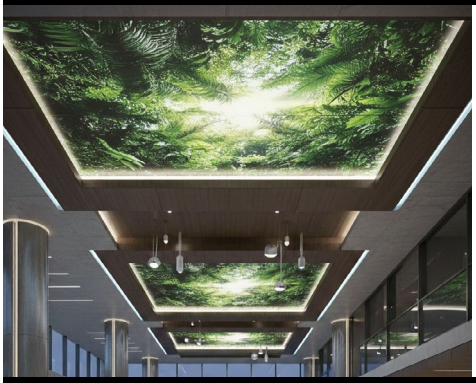
#98 Peel & Stick



In retail, a business model based on Latex printing and cutting technology is moving towards what could be called “dynamic merchandising”. Stores are moving away from static advertising towards systems that can be changed quickly, personalised and adapted to local customers while maintaining a high standard of presentation. A store employee can replace an entire wall graphic in just a few minutes, without specialist tools or training.

Recommended materials:
Cling Film
HP Vital Floor & Wall Dot Adhesive or
HP Recycled Removable Adhesive Fabric

#99 Ceilings as a Medium



The ceiling is one of the least used surfaces for visual communication, yet it can have a strong influence on how a space feels. Ceiling graphics work in a subtle way, helping to create the mood, rhythm and character of an interior without making the communication feel intrusive. It’s a less conventional design direction that offers an alternative to standard wall graphics.

Recommended materials:
Backlit Textile
HP Backlit Polyester

#100 Building Signage



Exterior building signage (including outdoor wayfinding and architectural branding) is an area where HP Latex technology offers the flexibility needed for a wide range of outdoor applications.

Recommended materials:
Laminated Wrappping Film



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