



# CHC RIJEKA PARTNERS WITH HP TO BRIGHTEN UP THE EXPERIENCE OF YOUNG PATIENTS

## Studio/Graphic/Opatija

The Clinical Hospital Center Rijeka (CHCR) is an academic medical center working from three different hospitals in Rijeka, Croatia. It provides education, research and a full range of speciality patient care to nearly 500,000 people living in the Primorsko-Goranska and the surrounding counties. It aims to deliver the highest quality of comprehensive, compassionate and accessible healthcare, including 24-hour emergency services, and employs 1,200 nurses and 450 physicians.

Staff members working in the Kantrida pediatric ward are always considering ways in which they can brighten up the environment; making it more welcoming to younger patients. Fortunately, local HP partner Studio Graphics Opatija d.o.o. approached the clinic and offered to redecorate the walls of one children's ward using HP printing technology, including the donation of print media and latex inks, as part of its ongoing charitable commitment to the community.

### **Making hospital stays colorful and inviting**

"Staying in hospital is not easy for children or for parents, so Studio Graphics Opatija d.o.o. came to us with a way to make the appearance of the ward closer to that of their living room, kindergarten or playroom," explains Prof. Dr Igor Prpić CHCR. "Studio Graphics Opatija d.o.o. was kind enough to explore ways in which we could introduce color and variety to the walls and make the experience less stressful for young patients."

HP and Studio Graphics Opatija d.o.o. donated wall decorations printed on the HP Designjet L25500 Printer using HP Latex Inks and HP PVC-free Wall Paper. Studio Graphics Opatija d.o.o. also invited renowned local painter Vojo Radoičić to donate some of his artwork for the project, which was scanned and printed to the HP PVC-free Wall Paper.

"Personally, it was a great pleasure to help in this project because my work is aimed largely at children," says artist, Vojo Radoičić.

The finished wall decoration was then put up in the ward. The HP Wall Paper can be applied easily using only water, while meeting commercial wall-covering standards. With this solution, Studio Graphics Opatija d.o.o. brightened up the pediatric ward with long-lasting, colorful and creative wall murals.

### **Printing with the environment in mind**

One of the benefits of the HP printing solution, including water-based HP Latex Inks, is that there are no lingering odors and it is non-toxic, making it safe to use in a hospital. Providing additional assurance, prints on HP PVC-free Wall Paper using HP Latex Inks are GREENGUARD Children & Schools Certified<sup>1</sup> and meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products.<sup>2</sup> In addition, the PVC-free prints<sup>3</sup> are easier to dispose of than most vinyl, offering an excellent alternative for environmentally conscious customers.





*“The HP Designjet L25500 Printer and HP PVC-free Wall Paper combine to offer a great solution for our hospital. We can quickly, safely and cost-effectively produce vivid artwork that can be applied instantly without producing any odor.”*

**Zoran Kotević**  
Co-founder Studio Graphics  
Opatija d.o.o.

“What is interesting and revolutionary about the HP Wall Paper is that the adhesive is dehydrated glue which is pre-applied to the paper. This means that the material on emerging from the printer is ready for finishing and coating on the wall,” explains Zoran Kotević co-founder, Studio Graphics Opatija d.o.o. “This project would be impossible without the help of technology. HP’s development of new paper and ink has reached the stage that allows its application in the most challenging locations. HP Latex Ink and PVC free wall paper has enabled us to provide interior decoration for special locations where higher ecological and health standards need to be satisfied, such as hospitals, schools and kindergartens.”

Aside from sanitary and ecological concerns, Studio Graphics Opatija d.o.o. also wanted to ensure the reproduction was of the highest possible quality. “By using these new technologies which do not employ materials that contain toxic vapors and toxic inks, we were practically able to paint the hospital with such wallpaper. In addition to the ecological requirements, the HP solution was chosen because of the need for faithful color reproduction, which HP can deliver,” adds Alex Kotević who co-founded Studio Graphics Opatija d.o.o. with his brother.

#### Engaging children in an ongoing narrative

The new décor has provoked favorable reactions from the children, particularly when they see Radoičić’s artwork adorning the walls.

“Employees and some parents are still getting used to the new environment, but it is clear that it is making children more comfortable in the surroundings,” concludes Dr Placevski. “We’ve now begun asking the children for ideas so we can visualize their responses and turn them into art. We’ve developed two, new central characters, Ivić and Mila, to provide a narrative that the children can help shape and to create two friends that children will look forward to revisiting.”

After decorating the waiting room and one ward at Kantrida as the first phase, Studio Graphics Opatija d.o.o. is preparing to bring new areas of the CHCR to life over two final phases.

AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p><b>Industry sector:</b> Sign &amp; Display</p> <p><b>Business name:</b> Studio Graphic Opatija d.o.o.</p> <p><b>Headquarters:</b> R. K. Jeretova 27 51410 Opatija Croatia</p> <p><b>Telephone:</b> +385 51 712 142</p> <p><b>Web site:</b> www.sgo.hr</p>	<ul style="list-style-type: none"> <li>• Create a welcoming environment for parents and children alike.</li> <li>• Stimulate the children staying at the ward.</li> <li>• Provide environmentally friendly prints that are easy to dispose of.</li> </ul>	<ul style="list-style-type: none"> <li>• HP Designjet L25500 Printer</li> <li>• HP PVC-free Wall Paper</li> </ul>	<ul style="list-style-type: none"> <li>• The new décor has provoked favorable reactions from the children making them more comfortable in the surroundings.</li> <li>• Local artists work brought to life on pre-pasted HP PVC-free Wall Paper which, after soaking in water, can be applied instantly.</li> <li>• Interiors with long-lasting, colorfully detailed, odorless wallpaper, printed with environment in mind created at the touch of a button.</li> </ul>

To learn more, visit [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts)

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- 1) HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools Certified. SM See [www.greenguard.org](http://www.greenguard.org)
- 2) HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products. See [www.umweltbundesamt.de/produkte-e/bauprodukte/agbb.htm](http://www.umweltbundesamt.de/produkte-e/bauprodukte/agbb.htm)
- 3) Chemical analysis demonstrated elemental chlorine to be below 200 ppm. Presence of chlorine is attributed to residual chlorine used in the papermaking process, and not due to the presence of PVC

