

World Class Graphics produces inspiring décor for *Extreme Makeover: Home Edition* using HP Large-format Printing Materials and Technologies



Wall mural produced with HP PVC-free Wall Paper.

AT A GLANCE

Industry: Sign & Display

Business name:
World Class Graphics

Headquarters: Hiawatha, Iowa, USA

Website: www.makepeoplelook.com



Photography provided by
Extreme Makeover: Home Edition from Season 9,
Episode 13 – the Gibbs Family.

CHALLENGE

- World Class Graphics needed innovative printing technology and media to deliver customized, top-quality interior designs under tight deadlines for *Extreme Makeover: Home Edition*.

SOLUTION

- World Class Graphics produced easy-to-install wall murals using HP PVC-free Wall Paper and HP Latex Printing Technologies.
- The company relied on its HP Designjet L25500 Printer¹ and HP Latex Inks for fast-drying prints with outstanding image quality.
- The design team also created a variety of interior décor elements using prints produced on HP Air Release Adhesive Gloss Cast Vinyl, HP Clear Gloss Overlaminant, HP Light Textile Display Banner, and HP Backlit Polyester Film. For more information on HP large-format printing materials, visit www.hp.com/go/lfpprintingmaterials.

RESULTS

- Using HP Latex Printing Technologies and HP PVC-free Wall Paper, World Class Graphics printed and installed wall murals in one day.
- World Class Graphics used its HP Designjet L25500 Printer to produce vivid output with precise colors that brought the designers' visions to life.

“HP PVC-free Wall Paper is a designer’s dream.”

— Diane Korman, Senior producer
Extreme Makeover: Home Edition



Surfboards wrapped with HP Air Release Adhesive Gloss Cast Vinyl and HP Clear Gloss Overlamine.

When Steve Hess, vice president of sales and marketing at World Class Graphics, heard that ABC television show, *Extreme Makeover: Home Edition*, was coming to town, he immediately took notice. Over the last eight years, the show has transformed the lives of deserving families by rebuilding and redecorating their homes with bold, personalized décor.

For the upcoming episode, the show planned to rebuild the home and farm of Audrey Gibbs, a widow and mother of six, who went blind from a medical condition. In typical *Extreme Makeover* style, the entire house needed to be completed in just one week.

To help inspire the show’s designers, the Hiawatha, Iowa-based print service provider introduced the team to a range of innovative, easy-to-use HP large-format printing materials and HP Latex Printing Technologies. Attracted to the creative possibilities, the designers knew they had found the right print service provider and products to get the job done.

Easy-to-use printing materials

World Class Graphics introduced *Extreme Makeover* to HP PVC-free Wall Paper—a product that immediately sparked the designers’ imaginations. They decided to use photos from the vacation the Gibbs family took during the rebuild to create wall murals. That required a quick turnaround, putting the print service provider’s promise of fast print speeds and easy installation to the test.

“We were literally receiving files the morning of, printing graphics that afternoon, and installing them that evening,” says Jason Hauschild, president of World Class Graphics.

The print service provider produced 2,000 sq ft (185.8 m²) of HP PVC-free Wall Paper for the project. “I don’t know if any other printer on the market would have supported us in the time constraints we were under,” says Hauschild, referring to the HP Designjet L25500 Printer.¹ “You don’t have to wait for any of the degassing time like with solvent ink and everything is dry immediately,” says Hess.

During installation, prepasted HP PVC-free Wall Paper adheres easily with water. When printed with HP Latex Inks, the wall paper is odorless.² It is also FSC[®] and GREENGUARD Children & Schools certifiedSM,³ which was an important attribute for the show’s environmentally conscious design team.

“HP PVC-free Wall Paper is a designer’s dream,” says Diane Korman, senior producer at *Extreme Makeover: Home Edition*. Using the product, the show’s designers created brilliant, floor-to-ceiling wall murals for the Gibbs boys. “The family was just surviving, and suddenly all three boys had a room that felt like a forest,” says Korman. “They were blown away.”

Impressive images—without reprints

To create truly outstanding designs for the Gibbs family, World Class Graphics had to deliver top-tier image quality. Under *Extreme Makeover*’s compressed schedule, reprints were not an option. Thanks to HP Latex Printing Technologies, the print service provider delivered impeccable print quality and color on the first try.

“The days of tweaking a little cyan here, a little magenta there are really over with this new printer,” says Hauschild. HP printers, ink, and media are designed together to deliver exceptional image quality, reliability, and durability.

For the Gibbs girls, World Class Graphics printed on HP Air Release Adhesive Gloss Cast Vinyl which was then used with HP Clear Gloss Overlamine to create rich, colorful graphics that were applied to wall-mounted surfboards. According to Hess, HP Latex Inks offer excellent performance on pliable media. “You don’t get the miscolor, because the ink stretches along with the vinyl,” he explains.

Innovative results spark new opportunities

When the Gibbs family first saw the interior designs that World Class Graphics created, “they were speechless,” says Korman. “To do that after nine seasons on a design television show is a really big deal.”

World Class Graphics also left a lasting impression on the show’s producers. That helped the print service provider win work on two more episodes, where it continued to rely on the versatility of HP large-format printing materials and HP Latex Printing Technologies. For an episode in North Carolina, the team used HP Light Textile Display Banner for pillows, seat cushions, and more, as well as HP Backlit Polyester Film for eye-catching lamp shades. And in Joplin, Missouri, they again relied on HP Air Release Adhesive Gloss Cast Vinyl, using it to wrap a motor home. For all three episodes, HP donated a variety of printing materials.

After the last episode, the designers weren’t the only ones left inspired. The experience also got Hess thinking about exploring new business ventures using HP Latex Printing Technologies.

While World Class Graphics primarily focuses on business customers, it is now investigating other markets. “We think HP wall paper is one way for us to market our products and services to the consumer,” says Hess, who also hopes to attract new business from architects and interior designers.

Korman also notices the possibilities: “I see these products becoming a trend not just in home design, but in commercial design.”

¹) The HP Designjet L25500 Printer has been replaced by the HP Designjet L26500 Printer. Availability may vary. For more information, see www.hp.com/go/DesignjetL26500.

²) Some substrates may have inherent odor.

³) HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools CertifiedSM. See www.greenguard.org.

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