

# The National Baseball Hall of Fame and Museum uses HP Latex Printing Technologies to engage visitors with high-impact visual applications



## At a glance

**Industry:** Sign & Display, Exhibition and Events

**Business name:** The National Baseball Hall of Fame and Museum

**Headquarters:** Cooperstown, USA

**Website:** baseballhall.org



## Challenge

- Print a diverse variety of high-quality applications in a not-for-profit, cost-sensitive environment.
- Deliver scratch-resistant, durable signage on a range of substrates for display in a high-traffic environment.
- Reduce the environmental impact of printing, eliminating potentially harmful gases from the workplace.

## Solution

- The HP Latex 260 Printer with GREENGUARD GOLD Certified<sup>1</sup> HP Latex Inks to create signage.
- GREENGUARD GOLD Certified<sup>1</sup> prints produced with HP Latex Ink and HP PVC-free Wall Paper for induction gallery floor-to-ceiling wall mural.

## Results

- Creating a broad range of applications, including durable indoor and outdoor output, thanks to the versatility of HP Latex Printing Technologies.
- Achieved faster, cost-effective production with high image quality, due to accelerated finishing with fast-drying HP Latex Inks compared to eco-solvent ink de-gassing and drying times.
- Simplified work processes and contributed to reducing the overall impact of printing on the environment through the use of water-based HP Latex Inks, which require no special ventilation in the work environment.<sup>2</sup>
- GREENGUARD GOLD Certified<sup>1</sup> HP Latex Inks and HP PVC-free Wall Paper offer peace of mind in sensitive indoor locations.
- Flexibility of HP Latex Printing Technologies on HP large format printing materials expands applications.

“GREENGUARD GOLD Certification<sup>1</sup> of HP Latex Inks is really important to us. The health and safety of visitors is foremost in our minds, especially with children that visit us in such high numbers and at regular intervals.”

– Ken Meifert, vice president, sponsorship and development, National Baseball Hall of Fame and Museum



The National Baseball Hall of Fame and Museum opened on June 12, 1939 in Cooperstown, N.Y. The hall is dedicated to fostering an appreciation of the historical development of baseball and its impact on culture. The three-story museum maintains a collection of more than 40,000 three-dimensional artifacts, three million books and documents as well as 250,000 photographs. The majestic Plaque Gallery showcases the elite ‘Legends of the Game’ and serves as the centerpiece of the home of baseball.

The museum’s exhibits and design team utilizes HP Latex Printing Technology to create colorful large-format printed displays for a range of events and activities. Benefits of the HP Latex 260 Printer<sup>3</sup> include its exceptional application versatility and flexibility, as well as its range of environmental and health certifications.

### Transforming spaces with high-impact graphics for richer visitor experiences

“With the HP Latex 260 Printer we can quickly transform our museum spaces into experiences that immerse our visitors in the rich and deep history of baseball,” explains Mary Quinn, director of the exhibits and design team, describing the impact on the Hall of Fame’s most important event – the annual Induction Ceremony. Quinn describes the graphics printed on HP PVC-free Wall Paper and applied in the exhibit space outside the Plaque Gallery, “The area of the New Inductee walls equaled roughly 160 ft<sup>2</sup> of printed output, each piece is roughly 52 inches across and 8.6 feet high. The printed images were hung as wallpaper. HP PVC-free Wall Paper has a unique paste that simply activates with water, which created a quick and easy installation. Our scratch tests showed good resiliency to rub-wear. Because we didn’t have to laminate the substrate, we saved a lot of production time and more than \$1,200 in materials and labor,” she says.

Ken Meifert, vice president at the museum, highlights how radical the transformation has been. “There is a whole new range of possibilities that weren’t there before. The exhibit we were able to create outside the Hall of Fame Plaque Gallery was spectacular, with floor-to-ceiling graphics. That was something we couldn’t do before. We were limited by the size of our previous printer and the substrates it would support, making it cost-prohibitive. Prints using HP Latex Inks are much more durable<sup>4</sup> and cost-effective by saving in material costs and production time.”

### Vibrant color signage everywhere visitors look

“The vibrancy of the colors is what stands out most for me,” Meifert states. “Our designers say it’s the way the ink lays on the substrate. Even a simple map looks so much better! We have refreshed all the signage in the Museum, as we do every year.”

Museum directional signs and maps were printed on HP Photo-realistic Poster Paper, as were the photographic reproductions for the new exhibit ‘Picturing America’s Pastime’.

“The HP Latex 260 Printer has allowed us to bring even more print services in-house and opened the door to new approaches that were previously beyond our budget. We wouldn’t have been able to produce the wallcovering for the induction ceremony without it,” Quinn explains.

Thanks to versatility of HP Latex Printing Technologies with the broad range HP large format printing materials, the team was also able to produce signage, including signage for the vehicles, for the Parade of Legends during the Induction Weekend. Quinn explains that the combination offers reliable and consistent results that save time and avoid waste from printing errors. “The color rendition is spot on. We spend much less time fussing with color correcting.”

### Creating attractive environments for activities that kids, families and fans can enjoy

“There are 100,000 children visiting us every year,” Meifert says. “The learning activities we offer are an essential part of our institutional role, as is recycling of materials such as used ink cartridges.<sup>5</sup> GREENGUARD GOLD Certified<sup>1</sup> of HP Latex Inks is really important to us as the health and safety of visitors is foremost in our minds, especially with kids that visit us in such high numbers and at regular intervals. It’s also great for the design folks in the office space where the printer is operated. Obviously there are no fumes from the water-based HP Latex Inks<sup>2</sup> and there is no need to off-gas the printed displays,<sup>6</sup> which means they can be installed straight off the printer.”

### Changing the game – engaging the audience with greater creativity

“Our new capability to create graphics has been a game changer. We have been able to raise the quality of the visitor experience. The HP Latex 260 Printer has helped us to achieve greater engagement with our audience. Its flexibility offers us opportunities to create more graphics while allowing designers to dedicate more time to the creative process. All our regular visitors have been really impressed,” Meifert concludes.

With the upcoming 75th anniversary of the National Baseball Hall of Fame and Museum, 2014 will definitely be a year to remember.



- 1) GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to 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).
- 2) Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.
- 3) HP Latex 260 Printer was formerly marketed as the HP Designjet L26500 Printer.
- 4) Durability comparison based on testing of representative eco-solvent inks including eco-sol Max inks on Avery SA vinyl for display permanence and scratch, rub/abrasion, and chemical resistance. HP image permanence and scratch smudge, and water resistance estimates by HP Image Permanence Lab on a range of media including HP printing materials. See [hp.com/go/supplies/printpermanence](http://hp.com/go/supplies/printpermanence).
- 5) Visit [hp.com/recycle](http://hp.com/recycle) to see how to participate and for HP Planet Partners program availability; program may not be available in your area. Where this program is not available, consult the Material Safety Data Sheet (MSDS) available at [hp.com/go/ecodata](http://hp.com/go/ecodata) to determine appropriate disposal.
- 6) Prints produced on HP PVC-free Wall Paper with HP Latex Inks are odorless.

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