

# Tianfu Signage meets Shanghai Natural History Museum's environmental demands with the HP Latex 3000 Printer



## At a glance

**Industry:** Sign & Display  
**Business name:** Shanghai Tianfu Signage Company  
**Headquarters:** Shanghai, China



## Challenge

- Produce printed murals that meet the environmental and odorless requirements of Shanghai Natural History Museum.
- Meet tight production and installation schedule for the 10,000m<sup>2</sup> murals.
- Resolve issues with color consistency of large volume print project.

## Solution

- Shanghai Tianfu Signage Company invested in the HP Latex 3000 Printer in 2014, after its experience and satisfaction with the HP Latex 360 Printer and the HP Latex 850 Printer.

## Results

- The HP Latex Inks eliminate issues with color inconsistencies which meant each drop of wallpaper for the 10,000m<sup>2</sup> mural project matched perfectly.
- Established reputation as an expert print service provider, able to satisfy requests for high volume printed interiors, created with materials able to meet environmental requirements for indoor and outdoor installations.<sup>1</sup>
- The use of water-based HP Latex Inks in the work environment eliminates overheads related to special ventilation equipment<sup>2</sup> and running costs typical of solvent ink technology.
- The printers are more productive than the old solvent allowing for tight deadlines to be met.

“HP Latex 3000 Printers have substantially improved our productivity. We completed the task of printing 10,000m<sup>2</sup> of wallpaper in just three months.”

– Liu Hua, general manager, Shanghai Tianfu Signage Company



Shanghai Natural History Museum is China's oldest museum dedicated to natural history. In 2012 it embarked on the build of its new museum located in Shanghai's Jing An Sculpture Park. The modern new building has a huge natural shape inspired by a 'nautilus shell'. The design showcases the harmony between man and nature.

A priority for the interior decoration of the museum was to create an environment inspired by nature, and this played a large part in the print solution that the museum chose.

The museum needed a print service provider (PSP) to be responsible for the wallpaper printing and on-site decoration processes of the entire museum, rather than just to complete an individual printing task. The PSP needed to have a wealth of experience and meet the museum's strict requirements for such a large volume project.

Firstly, the prints must be odorless and non-polluting, as the museum is a huge confined public display space in which odors may linger and be harmful to visitors. In addition, the murals had to be created with materials with strong environmental credentials. Another key factor is that the prints color consistency and durability had to be ensured, as this would be a permanent exhibition. Productivity was the final factor to consider. There was tremendous pressure on the printing process for the items in the museum's 10 themed exhibitions, the 10,000m<sup>2</sup> of mural prints had to meet tight time frames.

### Winning high quality, productivity and environmental credentials

Despite the long list of requirements the museum had an easy choice, it selected Shanghai Tianfu Signage Company to create the huge and vivid wall murals inside the museum. The PSP not only met all the criteria, it also demonstrated the benefits and the environmental profile of HP Latex Printing Technologies which proved to be the ideal solution.

Liu Hua, the general manager of Shanghai Tianfu Signage Company, explains, “We demonstrated the differences between HP Latex Printing Technologies and conventional solvent inks to the Shanghai Natural History Museum so that they would understand the advantages of HP Latex Inks. Prints produced with HP Latex Inks are odorless and non-polluting, ensuring that the museum is a comfortable and healthy indoor exhibition environment.”

Shanghai Tianfu Signage Company invested in the HP Latex 3000 Printer which uses HP Latex Inks, offering durability and versatility alongside the low-maintenance and environmental advantages of water-based inks. HP Latex Inks have received a number of international environmental certifications.<sup>1</sup>

### High volume and high efficiency

“HP Latex 3000 Printers have substantially improved our productivity. We completed the task of printing 10,000m<sup>2</sup> of wallpaper in just three months,” says Hua. “The number of mural prints for this installation is the largest among all the museums in the world.

“We can also load large format media quickly and easily to the HP Latex 3000 Printer. For this project, we used Ahlstrom wallpaper and each roll carries 200-250m, four to five times the length of regular wallpapers. This greatly reduced the time needed by the plant workers to replace the roll of print media. Also, the standard carbon fiber and dual-roll spindles used in the HP Latex 3000 Printer allows different images to be printed at the same time, in order to meet the tight time constraints required for such high-volume printing,” says Liu Hua.

“In addition, the prints are completely cured inside the HP Latex 3000 Printer and require no extra drying or curing, saving production time. The prints do not need to be laminated which saves costs and even more time. The prints are ready for on-site installation straight from the printer, making it possible for us to complete the mural installations within the specified time-frame.”

The new building has an avant-garde design and its decorative murals have become an indispensable piece of wall art with the exhibition space. The overall use of color is rich and magnificent and the extensive use of gradient colors reflects the richness of the layering as well as the numerous eye-catching visual effects.

### Cleaner and a more efficient working environment

Liu Hua explains the added benefits to the Shanghai Tianfu Signage team, “The HP Latex Inks provide our staff with a healthier and more comfortable production environment and we no longer have to invest in special ventilation.<sup>2</sup>

“The HP Latex 3000 Printers have highly durable nozzles, which improve ink utilization and reduce the amount of ink needed. This resolves the typical issue of uneven printing quality due to a lack of manpower and resources. Moreover, HP Latex 3000 Printers can complete a printing job efficiently while maintaining high quality.”

For Shanghai Tianfu, the use of HP Latex Printing Technologies over the past few years has brought more prospects. “Customer requirements are ever-changing; not only do they require materials to be environmentally responsible, but they also want to make sure that the production processes and equipment, among other things, are energy-saving and have reduced emissions.”

HP Latex Printing Technologies allows Shanghai Tianfu to provide customers with higher quality products. “Our HP Latex printers have attracted more high-end customers, which creates more profitable opportunities when compared with our competitors.

“Tianfu Signage is seizing the opportunities brought by the new technology to develop the market. We are confidently realising our plans for the future, to attract more high-end clients like the Shanghai Natural History Museum. HP Latex Printing Technologies are without a doubt the right solution for our business,” concludes Liu Hua.



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- 1) UL ECOLOGO® Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)). 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). HP WallArt printed on HP PVC-free Wall Paper and other prints on HP PVC-free Wall Paper printed with HP Latex Inks meet AgBB criteria for health-related evaluation of VOC emissions of indoor building products.
- 2) Special ventilation is not required to meet US 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.

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