

## HP at Heimtextil 2019

The HP Booth, situated at Hall 3.0, Booth F81, has been designed to showcase an array of applications made possible in interior design with HP's digital printing technology.

Heimtextil, the biggest international trade fair for home and contract textiles, will be held in Frankfurt from 8-11 January 2019 and, for the 8th consecutive year, HP will have a presence with a curated exhibition space showcasing the benefits of the Latex Technology through a selection of concepts and designs on display.

### The space

The HP Booth, situated at Hall 3.0, Booth F81, has been designed to showcase an array of applications made possible in interior design with HP's digital printing technology.

This year's concept brings a completely different and unexpected experience to the attendees. Renowned design consultant Jennifer Castoldi, who developed the concept and design of the stand, brought in print surface designer Jennifer Hunt for her show-stopping patterns.

Materials play a big role in this year's experience. From upholstery, curtains, window blinds, decorative cushions, wallcoverings, acoustic textiles, outdoor textiles and eco leather, every single product on the booth's runway has been covered with digitally-printed applications with HP Technology.

### HP Heimtextil 2

"We have expanded our portfolio of textile with over 20 new textiles this year, helping us expand even more the possibilities with HP Latex Technology", said Terry Raghunath, Business Development Manager for HP printed decorative applications. "At this year's show, our decorative print community will see amazing designs brought to life."

The content of this year's stand matches the concepts of the products on display and relies on the following concepts:

- Versatility of substrates and applications with over 2,000 certified HP materials available
- Design possibilities demonstrated by the newly launched HP DesignJet Z9 Series, HP Latex 570 and the HP Sprout, all of them on display at the stand
- Material innovation using eco-friendly and other materials printed with HP Latex Technology

### The creative concept

While Jennifer Castoldi has come up with the ideas hidden behind the creative concepts, Jennifer Hunt has been brought in to seamlessly match her patterns across an explosion of home furnishings utilizing the latest HP Latex technology, all which are showcased at the booth.

### HP Heimtextil 3

“It is always exciting to review the innovative materials being added to the extensive HP list of approved substrates; I am particularly drawn to the ones focusing on sustainability, well-being, and the circular economy,” said design consultant Jennifer Castoldi. “The most inspirational additions this year include materials for window treatments made from reclaimed marine debris and a printable canvas made from 100% recycled water bottles.”

### Current industry trends

Jennifer Castoldi will be at the HP stand to talk about what HP and digital printing can make possible in addition to the hottest trends in the industry. These include:

- Material innovation and how the industry is looking at new materials to progress towards a circular, renewable economy. Algae, which changes its colour based on the quality of the air, and re-used plastic are two examples of sustainable materials being used for positive action
- Cross-border collaboration between designers and the entire supply chain to come up with original and unique concepts. Working with people around the globe is the key to help designers execute revolutionary new concepts

If you're at Heimtextil this year we would like to invite you to visit our booth and judge for yourself. And if you're not attending, take a moment to envision what could be coming down the line over the next 10-15 years. We're only limited by our imagination.

<https://www.largeformatreview.com/business/events/hp-at-heimtextil-2019>

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