

Afryka Coffee and Tea House takes a unique approach to rebranding its business thanks to versatility of HP Latex Printing Technologies



At a glance

Industry: Sign & Display, Decoration

Business name: Integart Poland

Headquarters: Wroclaw, Poland

Website: www.integart.com.pl



Challenge

- Rebrand a café with customised, high-quality interior designs and furnishings printed on a broad range of printing materials that are suitable for an odour-sensitive, indoor environment where food and beverages are served.

Solution

- Afryka Coffee and Tea House successfully rebranded its business with vivid, customised designs printed in high image quality using the HP Designjet L26500 Printer and a broad range of HP large format printing materials and supported third-party media, offering attractive applications: HP HDPE Reinforced Banner was used for bags and plant pot holders; HP Backlit Polyester Film offered sharp, high-impact backlit decorations for lampshades; tabletops were produced on HP Air Release Adhesive Gloss Cast Vinyl and laminated with HP Clear Gloss Cast Overlaminant; photographic and fine art reproductions were printed on HP Satin Canvas; HP White Satin Poster Paper was used to produce menus; curtains and tablecloths were produced using HP Light Textile Display Banner.

Results

- Using the HP Designjet L26500 Printer and HP large format printing materials and third-party media, Afryka Coffee and Tea House rebranded its business and transformed its interior with vivid, eye-catching designs and furnishings, such as wall coverings, fine art, lampshades and tabletops that customers found attractive.

“Our customers like the modern design and appreciate the fact that printed furnishings, were decorated using water-based HP Latex Inks that produce odourless prints and help reduce the impact of printing on the environment.”

—Katarzyna Bryc, owner,
Afyryka Coffee and Tea House



When the Afryka Coffee and Tea House in Wrocław, Poland recently decided to rebrand their business, they took a rather unique approach. Typically, a team of designers, craftsmen and decorators would have turned their coffee shop into a building site for a number of weeks - but not this time. Martin Kot-Zaniewski local HP partner and owner of Integart, one of the leading distributors of media used in the production of indoor and outdoor adverts in Poland and central Europe had approached the coffee shop owner, Katarzyna Bryc, proposing a competition for Art Academy design students and graduates to showcase HP Latex Printing Technologies. The competition consisted of giving the coffee shop a new look, including walls, floors and ceilings, and furnishings such as tabletops, lampshades and curtains.

Design graduate Aleksandra Malczewska won the competition with her African-themed scenes of nature and wildlife. “It’s exciting to see my own designs decorating the interior of the coffee shop, and how a printed design can be applied to so many objects to make the place unique,” she says.

Showcasing the versatility of HP Latex Printing Technologies

“We wanted to showcase the extraordinary versatility of HP Latex Printing Technologies, and the local Afryka Coffee and Tea House, where Integart often invites customers for refreshments, was the ideal location,” claims Małgorzata Jarosz, project manager at Integart. All Afryka Coffee and Tea House interiors were printed on the HP Designjet L26500 Printer.

A host of HP printing materials offer exciting applications

Małgorzata describes how easy it is to create unique applications using HP large format printing materials for HP Latex Inks. “HP PVC-free Wall Paper has great characteristics. We printed about 121 m² of ceiling and wall coverings in 30 hours. Image quality is high and it’s easy to apply. It’s not heavy. You simply wet the paper to activate its surface glue and place it on the surface you want to cover. If you want to remove it, you wet it again. I’ve even done it by myself at home!” she explains, adding, “The odourless displays are GREENGUARD Children & Schools CertifiedSM (1) and are particularly suitable for odour-sensitive environments such as restaurants, cafés, or schools.” (2)

Creative flexibility fulfils customer demands

Integart quickly and simply created textile decorations using Neschen SolvoTex Theatre 310 Plus media. Małgorzata describes how simple the process is. “The profile for the textile was programmed in the HP Designjet L26500 Printer. This means the printer optimises output for the material, quickly giving us the best image quality we needed for the project. The media is really resistant,” Małgorzata claims.

Lampshades were printed on HP Backlit Polyester Film to offer sharp, high-impact backlit decorations. It took under eight hours to produce the 15 tabletops on HP Air Release Adhesive Gloss Cast Vinyl, laminated with HP Clear Gloss Cast Overlaminant. The tabletops are Katarzyna Bryc’s favourite item. “The tabletop colours are so vivid. They look really attractive and with the overlaminant they are more resistant to scratching which is very important in our business,” Katarzyna Bryc says. Integart chose HP HDPE Reinforced Banner to print the bags and plant pot holders.

Other HP large format printing materials developed and tested for use with HP Latex Inks, and used to decorate furniture, walls and floors in the Afryka Coffee and Tea House, include; HP Satin Canvas for photographic and fine art reproductions; HP White Satin Poster Paper to produce menus, and HP Light Textile Display Banner for curtains and tablecloths.

Vibrant designs are now more attractive to customers

“Our customers like the modern design and appreciate the fact that printed furnishings such as tabletops, lampshades and wall paper, were decorated using water-based HP Latex Inks that produce odourless prints and help reduce the impact of printing on the environment,” Katarzyna says. “In restaurants and cafes, the environmental factor of materials is really important. I couldn’t imagine drinking or eating in an environment that didn’t feel or smell healthy to me.”

Environmentally minded customers - and operators

Małgorzata Jarosz, project manager at Integart, highlights why the Afryka Coffee and Tea House competition was so important to them. “Printing businesses in Poland are often located in small garage-sized spaces, where the printer operator may also be the owner of the business. They may spend 10 hours a day printing, frequently with solvent or low-solvent based ink technology. Water-based HP Latex Inks help reduce the impact of printing on the environment both for operators producing the output and in the display environment. Using the HP Designjet L26500 Printer, we can print on the broadest ever range of HP and third-party materials. Plus, many of the HP printing materials are recyclable.⁽³⁾ The printer’s used ink cartridges can be returned through the HP Planet Partners program.⁽⁴⁾ In our experience, this is unique. At Integart, we are really excited about the performance of HP Latex Printing Technologies,” she concludes.

1) Odourless indoor wall decorations printed on HP PVC-free Wall Paper with HP Latex Inks are GREENGUARD Children & Schools Certified.SM See www.greenguard.org
2) Some substrates may have inherent odour.
3) HP Large Format Media take-back program availability varies. Some recyclable HP papers can be recycled through commonly available recycling programs. Recycling programs may not exist in your area. See www.hp.com/recycle for details.
4) Visit www.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 www.hp.com/go/ecodata to determine appropriate disposal

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