



HP Authors: [Pat Romanski](#), [David Linthicum](#), [RealWire News Distribution](#), [Roman Stanek](#), [Maureen O'Gara](#)

### News Feed Item

## New Promotional Materials Redefine Green.

BY **PR NEWSWIRE**

ARTICLE RATING:

SEPTEMBER 28, 2009 01:32 PM EDT



TEMPE, Ariz., Sept. 28 /PRNewswire/ -- It used to be that if you needed brilliant long-lasting color for banners, bus wraps, billboards, posters and mesh fencing you had to pollute. Not once but twice. Once to create it, and once to dump it. This is no longer true.

Utilizing a new non-toxic water-based ink, **Caliber Signs in Tempe, AZ., is the first Arizona company to produce ozone pollutant-free banners and other commercial materials for businesses.** "The new 75-percent water, 25-percent latex ink is an industry first," said

Mike La Porte, vice president of business development at Caliber Signs.

"Our industry has been trying for years to remove the solvents that release dangerous chemicals into our air and environment, while preserving the rich vibrant color that a solvent-based ink is known for. And Hewlett Packard is the one that finally cracked the code."

LaPorte is equally enthusiastic about Hewlett Packard's other eco-friendly innovations, such as the new HP materials that are totally recyclable. "When you're done with your recyclable banners, flags or posters, HP through its Planet Partners Program, pays for you to ship it back to them so they can be turned into cool stuff like playground equipment," says LaPorte.

Each green item that Caliber Signs creates, helps to reduce the 1.5 billion pounds of PVC banner materials HP estimates was consumed and ended up in landfills last year, LaPorte said. "That's the equivalent of a banner 1,000-foot wide stretching from Los Angeles to New York."

Please see company's video here: <http://www.youtube.com/watch?v=voVOIbykJdg>

**Caliber Signs owns one of the few large-format HP DesignJet L65500 machines in the southwest, which makes this new green process possible.** Using the new DesignJet printer and the recyclable ink and materials, Caliber Signs can produce banners nearly the length of a football field--from goal post to goal post, or 30 stories high, and wide enough to cover a light rail train, as well as everything in between.

"With Caliber's excellent color matching system, the color that the DesignJet and ink can produce is spot on. The machine prints 1200 dots per inch so you get the kind of intensity you want and expect, but can't always get from conventional printing," says LaPorte. "And it doesn't cost any more than ordinary solvent printing."

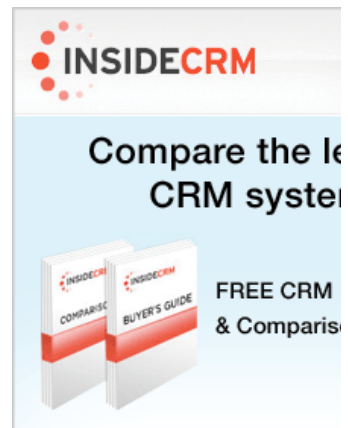
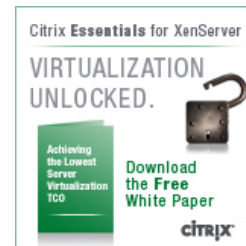
### CIO, CTO & Developer Resources

### Comments

#### VIP Invitation For the GovIT Expo Keynote October 6 in Washington DC

*Eric Epps wrote: fully support you, because future belongs to high technology and without them fail to build a stable economy. best regards from Resume writer Tommy*

*Oct. 5, 2009 05:40 AM EDT*



- [JBoss Migration Guide- Download](#)
- [Download The Applying Cloud Sto](#)
- [Seamless storage integration for |](#)
- [Don't pay for virtualization-XenSe](#)
- [Spend less. Do more. JBoss Enter](#)
- [Tiered Storage & Virtualization in](#)
- [Get the VDI Comparison Kit today](#)
- [Analyst Report: Learn How to Cor](#)
- [SFA Buyer's Guide](#)
- [JBoss TCO Calculator- Download I](#)
- [CRM Comparison Guide](#)
- [Forms Processing App Developme](#)

- Reduce deployment and CAPEX with hosted VMs
- Learn How to Reclaim, Utilize & Optimize Storage
- Transform your Business. Transform your world
- Developers, change the future of payments with PayPal.
- Seamless storage integration for Hyper-V – free!
- Free VMware ESX Optimization Software Download
- Download Citrix NetScaler VPX Express for Free.
- Evaluating Performance Management Solutions
- The Advantages of Linux on POWER Systems
- Build Image Viewer w/Silverlight AccusoftPegasus

**Phoenix Mayor Phil Gordon's office contacted Caliber Signs regarding printing a banner for a city event shortly after Caliber Signs posted the eco-friendly news on its website.**

"The test of greatness for a city in this century will be how well we can sustain into the next one," said Gordon. "That's why I was proud to set a goal of making Phoenix the greenest city in America, and why we were very excited to find a green banner source for the city."

LaPorte says every business that turns to recyclable green ink and materials for their promotional materials would help to contribute to a "massive" reduction in ozone pollution and landfill waste.

**HP green materials:**

- \* HDPE Reinforced Banner
- \* Heavy Textile Banner
- \* Photo - realistic poster paper
- \* HP DuPont Tyvek Banner
- \* Wrinkle free flag with liner

**HP is working to create recyclable materials for the following:**

- \* Self-adhesives
- \* Mesh banners
- \* Films
- \* Front and backlit scrim banners.

**Industries this technology is aimed at**

- \* Large Corporations
- \* Cities
- \* Government
- \* Franchises
- \* Event Planners
- \* Conference centers
- \* Hospitals
- \* Architects and Designers
- \* Museums
- \* Grocery
- \* Education, Universities
- \* Utility companies
- \* Ad agencies
- \* Banks
- \* Bottling companies
- \* Hotels
- \* Casinos

*For the past 15 years, Caliber Signs has provided quality sign solutions for companies throughout the southwest, including construction signs, interior displays, illuminated signs, banners, large format printing, fleet graphic neon displays vehicle wraps, and monuments. Caliber offers a 100-percent, ironclad guarantee of satisfaction. Caliber can ship green banners/materials anywhere. The company is a member of the Arizona Sign Association, International Sign Association, BOMA, Arizona Contractors Association, Arizona Small Business Association, and [BusinessNeeds.org](http://BusinessNeeds.org). Website: [www.Calibersigns.com](http://www.Calibersigns.com)*



**CLOUD COMPUTING** CONFIDENCE & SUPPORT

**2009 EAST**

**PLATINUM SPONSORS:**

**IBM**  
Smarter Business Solutions Through Dynamic Infrastructure

**IBM**  
Smarter Insights: How the CIO Becomes a Hero Again

**Microsoft**  
Windows Azure

**GOLD SPONSORS:**

**Appsense**  
Why VDI?

**CA**  
Maximizing the Business Value of Virtualization in Enterprise and Cloud Computing Environments

**ExactTarget**  
Messaging in the Cloud - Email, SMS and Voice

**Freedom OSS**  
Stairway to the Cloud

**Sun**  
Sun's Incubation Platform: Helping Startups Serve the Enterprise



**VoIP-News Phone Systems Buyer's G**

Key factors to consider before a VoIP/PBXphone system.

- Latest Articles
- Latest Blogs

John Hollywood Joins Cohn & W Consumer Practice Leader

New Pay Media and Video Comr

NewMarket Technology, Inc. to f Dividend, \$2 Million Debt Reduct Contracts to Increase \$73 Millior to Over \$100 Million

The College Network(TM) Partne Packard to Provide Customers W HP Academy Store

Linguistic Systems, Inc. Recogni Service, Earning ISO 9001:2008

Media Alert: Less Than Two Wee Symposium/ITxpo 2009 Comes t

Apache Pioneers, Kirrily Roberts, Behlendorf to Keynote at Apache

Town of Brookline Consolidates I Infrastructure with EMC for Incre

Luminus Devices A Winner in W 2009 Innovation Awards

Merriman Curhan Ford Acted as KIT digital, Inc. in its Acquisition Inc.

*More News...*

Published September 28, 2009

Copyright © 2009 SYS-CON Media, Inc. — All Rights Reserved.  
Syndicated stories and blog feeds, all rights reserved by the author.

## More Stories By PR Newswire

Copyright © 2007 PR Newswire. All rights reserved. Republication or redistribution of PRNewswire content is expressly prohibited without the prior written consent of PRNewswire. PRNewswire shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Top Reads - Week

This Month

All Time

[An Introduction to Abbot](#)

[Red Hat Named "Platinum Sponsor" of Virtualization Conference & Expo](#)

[From the SYS-CON Archives: Sun Buys MySQL, Gets Oracle for an Enemy](#)

[Oracle Buys BEA, Sun Buys MySQL: What's the Future for Developers?](#)

[Microsoft Will End Up Buying Yahoo Anyway](#)

[HP Virtualization to Field Cloud Storage](#)

[Oracle To Keynote Cloud Computing Expo](#)

[HP Goes with Mobile Thin Client](#)

[HP May Accidentally Kill Black Duck & Palamida](#)

[Parallels to Deliver Virtualization for HP Integrity Servers](#)

### POWER PANELS:

[Cloud Computing & Enterprise IT: Cost & Operational Benefits](#)

[How and Why is a Flexible IT Infrastructure the Key To the Future?](#)

[Click For 2008 West Event Webcasts](#)



2009 East

### GOLD SPONSORS:

#### CA

[Get Your Transactions Under Control: SOA Performance Management](#)

#### Software AG

[Performance Driven Adoption: The Secret to Advancing SOA](#)

#### Intel

[The Evolving SOA Appliance: 3 Game-Changing Innovations](#)

### SILVER SPONSOR:

#### Denodo

[Data Mashups: Deliver Your Project Faster with Virtualized Data Services Across Internal & External Sources](#)

### POWER PANELS:

[The Business Value of Service Orientation](#)

[Driving Profitability Through User Experience](#)

[Click For 2008 West Event Webcasts](#)

## Ads by Google

### Cloud Computing Vendor

[cloud.NetApp.com](#)  
NetApp cloud solution allows you quickly. Learn more

### Want an Internal Cloud?

[www.newScale.com/Virtualizatio](#)  
You Need a Service Catalog. Fre

### Download Free Whitepa

[www.cio.com](#)  
From Top Experts & Companies  
Get Instant Access!

### Siemens Green Buildings

[buildingtechnologies.siemens.com](#)  
Integrated building technology n  
More here!

### Vulcan Materials Report

[www.Zacks.com/Vulcan%20Mate](#)  
Vulcan Materials: Buy or Sell? Si  
Report Today!

### Business Service Mgmt

[www.Nimsoft.com](#)  
Maximize IT Performance w/ Nir  
Monitoring Solution.

## About HP Developer's Journal

hp.SYS-CON.com provides timely updates on the latest in HP's enterprise software portfolio including OpenView application management and the OpenView application management console.



Subscribe to HP Developer's Journal Email News Alerts



Subscribe via RSS  
Click this link to view as XML

ADD THIS FEED TO YOUR ONLINE NEWS FEED



## Top Stories

### Cloud Expo

#### Sun Releases New Update for Solaris 10 Operating System

New Diabetes Care Management Solution

Authentication Providers Broaden Options for Customers

Adobe's Aiming ColdFusion at Multiple Clouds

IBM Goes After Gmail

### Java



#### On2 Technologies Releases First VP6 Hardware Video Decoder

Virtual Landscape Management for SAP to Drive Application Innovation

New Book Defines Era of Socially Responsible Engineering

Australian Customs Selects IP Video Surveillance Solution

IBM Under Antitrust Investigation

### SOA & WOA



#### Next Generation 'Green' Desktop Network Storage Appliance

Stock in Focus: Dragon Capital

Gartner Says Companies Must Implement a Pattern-Based Strategy™ to Increase Their Competitive Advantage

GROUP Business Software to Acquire Lotus911

The Top 150 Players in Cloud Computing

### Virtualization



#### Disk May Be Cheap but Storage is Not

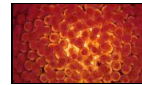
Jill Tummler Singer, Deputy CIO of CIA, Keynotes at GovIT Expo

IBM Reaffirms Leadership in Business Process Management with New Offerings to Help Clients Improve Their Business Results

CIA was Headed to an Enterprise Cloud All Along: Jill Tummler Singer

Red Hat and Microsoft Expand Virtualization Interoperability Options

### Websphere



#### Stock in Focus: Sunwin International Neutraceuticals

IBM Nabs Third Consecutive NSS Labs Gold Award for Intrusion Prevention

Why SOA Needs Cloud Computing - Part 1

eMeter Demonstrates Scalable Smart Grid Management Capability

And for Its Next Trick, IBM Targets Amazon's S3, Others

### .NET

#### Hard to Treat Diseases (HTDS) Hepatitis A Expanded Programme on Immunization (EPI) in 2010

New Next-Generation Windows Phones

WinSonic Digital Media Group, Ltd. Releases Business Update to Shareholders

Howard Silver Joins iCONNECT as the New CTO

Confessions of a Ulitzer Addict

## CIO, CTO & Developer Resources

## AJAX & RIA

- [IT Compliance Perspectives & Best Practices](#)
- [CRM Comparison Guide](#)
- [Download The Applying Cloud Storage White Paper](#)
- [The Advantages of Linux on POWER Systems](#)
- [Tiered Storage & Virtualization in the Real World](#)
- [Download Citrix NetScaler VPX Express for Free.](#)
- [Harness the Power of Virtualized Web App Delivery](#)
- [6 Essential Strategies For Economizing Storage](#)
- [10 Steps to a Successful CRM Implementation](#)
- [Change the future of payments with PayPal](#)

## Cloud Computing & Virtualization

- [Reduce deployment and CAPEX with hosted VMs](#)
- [Analyst Report: Learn How to Control VM Sprawl](#)
- [Get the VDI Comparison Kit today!](#)
- [10 Reasons to Upgrade to Windows Server 2008 R2](#)
- [Don't pay for virtualization-XenServer is FREE](#)
- [Developers, change the future of payments with PayPal.](#)
- [Learn How to Reclaim, Utilize & Optimize Storage](#)
- [Seamless storage integration for Hyper-V – free!](#)
- [Virtualization & Consolidation](#)

## SOA & WOA

- [Evaluating Performance Management Solutions](#)
- [Energy Efficiency: Leverage Dynamic Infrastructure](#)
- [Free VMware ESX Optimization Software Download](#)
- [Spend less. Do more. JBoss Enterprise Middleware](#)
- [12 Ways to Reduce Costs with SQL Server 2008](#)
- [Application Performance Management of J2EE](#)
- [Webinar: Web Application Performance Monitoring](#)
- [Now is the time. Spend less, do more with JBoss.](#)
- [Business Resiliency Strategies](#)

## SYS-CON Media

- [» About Us](#)
- [» Contact Us](#)
- [» Company News](#)
- [» Careers](#)
- [» Author Guidelines](#)

## SYS-CON Events

- [» AJAXWorld RIA Conference & Expo](#)
- [» Cloud Computing Conference & Expo](#)
- [» SOA World Conference & Expo](#)
- [» Virtualization Conference & Expo](#)

## Navigate

- [» Home](#)
- [» Subscribe](#)
- [» Advertise](#)
- [» Downloads](#)
- [» Whitepapers](#)
- [» Videos](#)
- [» Events](#)
- [» Webcasts](#)

## International Sites

- [» India](#)
- [» UK](#)
- [» Canada](#)
- [» Germany](#)
- [» France](#)
- [» Australia](#)
- [» Italy](#)
- [» Spain](#)
- [» Netherlands](#)
- [» Brazil](#)
- [» Belgium](#)

## Magazines

- [» .NET](#)
- [» Apache](#)
- [» AJAX](#)
- [» Cloud Computing](#)
- [» CMS](#)
- [» Coldfusion](#)
- [» CRM](#)
- [» Eclipse](#)
- [» Open Source](#)
- [» Flex](#)
- [» HP](#)

- [» iPhone](#)
- [» Video](#)
- [» Java](#)
- [» Linux](#)
- [» Open Web](#)
- [» Oracle](#)
- [» Perl](#)
- [» PHP](#)
- [» PowerBuilder](#)
- [» Python](#)
- [» Red Hat](#)

- [» Ruby](#)
- [» Search](#)
- [» Silverlight](#)
- [» SAP](#)
- [» SOA](#)
- [» Symbian](#)
- [» Virtualization](#)
- [» Web 2.0](#)
- [» Weblogic](#)
- [» Websphere](#)
- [» Wireless](#)
- [» XML](#)

