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11th November 2022

**HP and Brett Martin celebrate first time collaboration at Printing United 2022**

HP and Brett Martin celebrated their new Approved Partners relationship by collaborating at PRINTING United in Las Vegas. HP has previously used Brett Martin substrates in their Graphics Experience Center in Georgia but this was the first time the companies had worked together at an exhibition.

HP had a large number of printers on show in Las Vegas and chose to print Brett Martin’s Foamalux White foam PVC and Marlon FS polycarbonate flat sheet in its HP Latex R2000 printer. The images printed all reflected the location of the show and included iconic shots such as the ‘Welcome to Fabulous Las Vegas’ sign.

Dan Donnelly, Solutions Architect for the HP Latex R Series Printers at the HP Graphics Experience Center explains why these Brett Martin products were chosen, “In choosing a Foamalux foam PVC and a Marlon FS polycarbonate sheet, we were able to demonstrate that our equipment is equally capable of printing on an opaque rigid substrate and a transparent one. The only difference is that on the polycarbonate sheet, we reverse print.

“In general, we like to use high quality products such as the Brett Martin range when carrying out demos, whether they be at exhibitions or to potential customers at our Experience Center. In these situations, we want to showcase our equipment’s maximum potential and a product with a smooth surface, excellent colour reproduction and good thickness tolerance allows us to focus on the printing without worrying about potential problems with the substrate.”

The companies’ collaboration is part of Brett Martin’s Approved Partner Programme. The Northern Ireland based plastics manufacturer works closely with printing, cutting and thermoforming machine manufacturers to test and showcase the processing capabilities of its semi-finished product portfolio.

Mark Robinson, Brett Martin’s Sales Manager for the USA and Canada, explains, “It was a pleasure to work with HP at PRINTING United. HP is a huge worldwide brand and our collaboration allows us to ensure that our products can be successfully processed on the printing equipment which our customers use. It also gives us a chance to test our products with the latest in printing and ink technologies.”

For more information about Brett Martin’s products visit [www.brettmartin.com](https://www.brettmartin.com/plastic-sheets/our-products). For more information about HP’s large format printing equipment visit https://www.hp.com/uk-en/printers/large-format.html

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**Notes for Editors**

**About Brett Martin:**

UK-based Brett Martin employs nearly 1000 people across several locations throughout the UK and Europe, and is a market leader in the manufacture of specialist plastic products for print and display, construction, roofing and engineering. The company exports over 50% of its £210 million turnover to more than 70 countries worldwide.

**About HP:**

HP Inc. is a technology company that believes one thoughtful idea has the power to change the world. Its product and service portfolio of personal systems, printers, and 3D printing solutions helps bring these ideas to life.