

## Xtreme Xhibits, Austin Trade Show Displays Dealer Is Now Offering Green Printing

*Xtreme Xhibits, Austin/San Antonio exclusive dealer of Skyline Exhibits, has expanded its production capabilities with the addition of an HP Designjet L25500 large-format printer.*

~~Online PR News – 21-June-2010~~ AUSTIN, TX - Xtreme Xhibits (X2), the Austin [San Antonio trade show displays](#) exclusive dealer of Skyline Exhibits, has expanded its [trade show display design](#) and production capabilities with the addition of an HP Designjet L25500 large-format printer, effectively making them the leading source for green graphics and prints in the Austin area. The addition of this pioneering piece of equipment underscores Xtreme Xhibits' commitment to lead by example in moving the tradeshow industry forward into a brighter and more sustainable future. While they continue to offer traditional graphics for exhibits and events, this allows them to expand their offerings to include fleet graphics, interior graphics, commercial prints, posters and banners.

The purchase of the HP Designjet L25500 was made possible from a \$5000.00 Going Green award given to X2 by Hewlett Packard and presented by Texas Governor Rick Perry at 2009 Texas Conference for Women. "The acquisition of this cutting edge printer is the result of our commitment to provide a more sustainable product to the notoriously wasteful events and tradeshow industry," explains Jill Amerie, owner of X2 (<http://www.xtremexhibits.com>).

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Xtreme Xhibits' large-format printer features many green attributes which prove beneficial to both clients and X2 employees alike. The printer affords Stefan Vann, X2's Print Production Manager, an improved work environment over most other printshops which utilize eco-solvent-based printers. Instead, environmentally friendly water-based latex inks are used in the L25500 which produce odorless prints, allowing for placement in Point-of-Purchase and Point-of-Sale areas where odor is a concern. As there has been a boom in individuals seeking LEED accreditation, as well as organizations investing in LEED designated green buildings to conduct business from, the Designjet L25500 provides these green-minded Central Texans and firms access to a wide range of green outdoor and indoor signage options by which to positively influence the LEED rating system.

Additional green applications can be employed with the printer's ability to print perforated window and fleet graphics utilizing HP Latex Inks that have been shown to outperform eco-solvent inks. These graphics can be used by companies who wish to improve their building's energy efficiency by reflecting the Texas sun's heat; all while communicating their marketing message to visitors. Perforated window graphics can also be used to prevent injury to local wildlife, as bird strikes on glass exteriors can be reduced by the application of these window graphics.

The printer's addition will also see X2 leverage HP's media take-back program by providing recycling services for graphics printed directly on HP recyclable material, effectively enabling X2 to close the life-cycle loop for eco-minded consumers.

“This is an exciting venture for us”, says Amerie. “Now our clients will be able to make their mark without leaving one behind”, she adds.

For more information concerning Xtreme Xhibits’ industry greening efforts or to schedule an interview with Jill Amerie please call 512-832-1921, or e-mail her at [mjillamerie@xtremexhibits.com](mailto:mjillamerie@xtremexhibits.com).

About Xtreme Xhibits:

Xtreme Xhibits by Skyline, a woman owned business, was established in November 2000, and is the trusted source for innovative and unique [Austin trade show exhibits](#).

## Image Gallery



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