

HP Matte Litho-realistic Paper



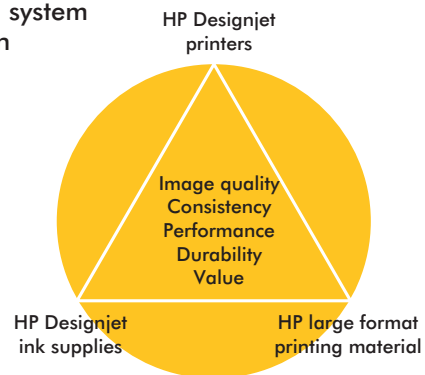
HP Matte Litho-realistic Paper

An economical wood-free art paper that delivers exceptional print results with the look, feel and longevity of a heavy, matte offset paper. This natural-white paper enables short print runs for a wide variety of content, enabling better customer service while minimizing costs associated with set-up, inventory and related scrap. This paper is an economical alternative to high-end, smooth fine art papers for cost-effective art reproductions.

Target customers

- Print service providers for the graphic arts market
- Art reproduction houses
- Artists

HP Designjet printing system The complete solution



Applications

- Art Reproduction
- Photo Enlargements
- Tradeshow and Event displays

Benefits

- Lasting litho-realistic output
- Short-run capabilities
- Outstanding image quality
- Cost-effective output
- Maximum productivity



Printer/ink compatibility

Printer	Ink	Front panel setting
Designjet 5000/5000ps	HP 83 uv	Premium Matte Litho
Designjet 5500/5500ps	HP 83 uv	Premium Matte Litho
Designjet Z2100/Z3100	HP 70 uv	HP Matte Litho

For the latest ICC/Media profiles, please visit www.hp.com/go/designjet/supplies/support (click on the ICC profiles and select your printer). For non-Post Script printers see your external RIP Vendor.

Product specifications

Property	Value and test method
Grammage	270 g/m ² per ISO 536 Test Method
Thickness/caliper	13 mil/330 microns per ISO 534 Test Method
Core size	2 in (50.8 mm)
CIE whiteness	Greater than 75 per ISO 11475 Test Method
Brightness	Greater than 87% per ISO 2470 Test Method
Opacity	Greater than 98% per DIN 53146 Test Method
Finish	Matte per ASTM D-523 Test Method
Country of Origin	Product of Switzerland
Waterfastness	Excellent water resistance when printed with pigment inks

Image permanence

	Dye	UV
Lightfastness (indoor)+		150+ years with HP 70 Vivera pigment inks, 200+ years with HP 83 UV pigment inks[1]
Lightfastness (commercial window)		1+ years unlaminated using Original HP 70 Vivera pigment inks, 1.5+ years unlaminated using HP 91 Vivera pigment inks[2]

Lightfastness (outdoor)

+ For the 'Indoor' category, test results were achieved under glass unless otherwise indicated. [1]Indoor, Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. For details: <http://www.hp.com/go/supplies/printpermanence>. [2]Commercial Window, Interior in-window display ratings by HP Image Permanence Lab. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6000 Lux/12 hr day. For details: <http://www.hp.com/go/supplies/printpermanence>.

Operating specifications

Operating temperature	15 to 30 ° C (59 to 86 ° F)
Operating humidity	40 to 60% RH
Dry time	Instant (@ 23°C, 50% RH)
Shelf life	1 year, unopened in original packaging

Finishing/post-processing

Lamination	This product has excellent compatibility with thermal, heat assist and pressure sensitive film laminates. Please visit http://www.hp.com/go/designjet/supplies/ to obtain HP lamination partner compatibility information.
Acid Free	Yes

Ordering information

Q7972A	24 in x 100 ft (610 mm x 30.5 m)	NA, EMEA
Q7973A	36 in x 100 ft (914 mm x 30.5 m)	NA, EMEA

Warranty Statement

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