



## HP Premium Matte Photo Paper

### Overview

HP Premium Matte Photo Paper is a premium, large-format paper featuring a smooth matte surface and good stiffness for professional prints, including vibrant, full color graphics and photorealistic images with high ink loads that can be laminated instantly, offering versatile application.

This best-in-class ripple-free paper can support up to 300 percent ink loads, delivering vibrant color graphics and photorealistic images with uniform ink distribution. It also increases productivity with instant dry time and has outstanding lamination compatibility and versatility across different applications.

### Key features and benefits

- Microporous surface allows high ink loads and fast dry time, enables immediate handling and lamination.
- Superior ripple-free print quality delivers full color graphics and photorealistic images with uniform ink coverage.
- A unique 210 gsm matte photo paper that's heavy, thick, ripple-free, durable and dries fast with an elegant smooth finish.
- A competitively priced premium matte photo paper offering high flexibility across a wide array of graphics-display applications, from proofing to photographic images.
- Superior quality including vibrant, full color graphics and outstanding photorealism, with a smooth, matte finish photo paper, for the most important applications at a competitive price.

### Other technical specifications

- 210 g/m<sup>2</sup>
- 10.2-mil
- Available in rolls

### Pricing and availability

Estimated U.S. street prices:<sup>(2)</sup>

- HP Premium Matte Photo Paper, 24 in x 100 ft: \$65.99
- HP Premium Matte Photo Paper, 36 in x 100 ft: \$98.99

Expected to be available for purchase in North America in March 2008.

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<sup>(1)</sup> Display permanence rating by Wilhelm Imaging Research, Inc. and/or HP Image Permanence Lab. Details

are available at [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).

<sup>(2)</sup> Actual prices may vary.

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