



## HP Everyday Pigment Ink Photo Paper

### Overview

HP Everyday Pigment Ink Photo Paper is an economic microporous paper that delivers best-in-class image quality with pigment inks, ideal for printing photorealistic images highlighting rich detail and vibrant colors.

Designed especially for large and mid-volume print service providers and creatives interested in high-quality output, this 235 gsm paper is optimized for pigment inks and designed for use with HP Z-series and Designjet printers, but compatible with non-HP pigment printers. The microporous surface allows for maximum ink absorption resulting in vibrant colors, fast dry time and superior fade resistance,<sup>(1)</sup> all provided at a competitive price. This affordable and versatile everyday photo paper is available in satin and gloss finishes and four different widths (from 24 to 60 inches).

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### Key features and benefits

- Microporous surface allows for maximum ink absorption, resulting in vibrant colors, fast dry time, superior fade resistance<sup>(1)</sup> and easy handling.
- Superior printer compatibility enhances profitability at a low cost. Delivers the best image quality with pigment inks at a competitive price point – from single prints to high-volume poster applications.
- Expand the range of photo offerings with this versatile, everyday photo paper available in various widths and in gloss and satin finish. Easy to handle and laminate. Compatible across various HP and non-HP pigment printers.
- Instant dry time allows for immediate post-print processing, robust handling and lamination.

### Other technical specifications

- 235 g/m<sup>2</sup>
- 9.1-mil
- Available in rolls

### Pricing and availability

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

- HP Everyday Pigment Ink Gloss Photo Paper, 24 in x 100 ft: \$50
- HP Everyday Pigment Ink Gloss Photo Paper, 36 in x 100 ft: \$75
- HP Everyday Pigment Ink Gloss Photo Paper, 42 in x 100 ft: \$87.50
- HP Everyday Pigment Ink Gloss Photo Paper, 60 in x 100 ft: \$125

- HP Everyday Pigment Ink Satin Photo Paper, 24 in x 100 ft: \$50
- HP Everyday Pigment Ink Satin Photo Paper, 36 in x 100 ft: \$75
- HP Everyday Pigment Ink Satin Photo Paper, 42 in x 100 ft: \$87.50
- HP Everyday Pigment Ink Satin Photo Paper, 60 in x 100 ft: \$125

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

<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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