



## Target Market

Ideal for high-resolution digital photography, family and important event photos.

HP's thickest, heaviest and best all-around photo paper maximizes color intensity with a professional-quality high-gloss or non-glare soft gloss finish that renders realistic skin tones and resists fading for generations.

Professional quality photos that resist fading for generations with HP Vivera inks.

Smooth high gloss/soft gloss finish and sturdy thickness and weight rival professional photographs.

Unique HP back coating helps prevent prints from sticking when stacked.

Ideal for high resolution, family and important event photos.



## Brand Specifications

<b>Region</b>	US
<b>Unit Ct.</b>	1
<b>UPC Unit Code</b>	8 08736-54152 7
<b>Unit Measurements</b>	4.88 x 1.31 x 7.13 in
<b>Unit Weight</b>	1.15 lb
<b>Master Carton Count</b>	5
<b>MC ITF-14 Code</b>	3 08 08736-54152 8
<b>Master Carton Dimensions</b>	5.38 x 7.00 x 8.00 in
<b>Master Carton Weight</b>	6.27 lb
<b>Pallet Count</b>	1,200
<b>Pallet Measurements</b>	43.00 x 40.00 x 48.00 in
<b>Pallet Weight</b>	1,570.00 lb
<b>Media Size US</b>	4 x 6 in, perforated tab
<b>Media Weight US</b>	75 lb
<b>Media Weight Metric</b>	280 g/m <sup>2</sup>
<b>Media Quantity</b>	100 sheets
<b>Thickness</b>	11.5 mil
<b>Layers Per Pallet</b>	8
<b>Country Origin</b>	Switzerland
<b>Warranty</b>	Standard media warranty

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