



## Target Market

Customers who want durable, professional-quality photos and exceptional fade resistance with HP 38 Pigment Ink Cartridges with HP Vivera Inks and the HP Photosmart Pro B9180 Printer.

Print gallery-quality photos with rich, vivid colors and a sophisticated, satin finish. Photos dry instantly, so you can handle them right from the printer without smearing. Ideal for framing, photos resist fading for more than 200 years.

Print gallery-quality photos worthy of framing, with HP Advanced Photo Paper. These beautiful prints showcase vivid colors or rich black-and-white images with true-to-life accuracy. Maximize color intensity with an impressive, glossy finish.

Get high-quality prints that stay rich and vivid for generations. Photos printed on HP Advanced Photo Paper resist fading for more than 200 years, when you use HP 38 Pigment Ink Cartridges with HP Vivera Inks.

Pick up your photos—right from the printer—and handle them, without smearing. Waterproof photos dry instantly and resist smudges and smears. Thick, durable paper withstands repeated handling and contributes to a professional look and feel.



## Brand Specifications

<b>Region</b>	US/Canada
<b>Unit Ct.</b>	1
<b>UPC Unit Code</b>	8 82780-08577 0
<b>Unit Measurements</b>	13.50 x 0.75 x 19.50 in
<b>Unit Weight</b>	2.79 lb
<b>Master Carton Count</b>	5
<b>MC ITF-14 Code</b>	1 08 82780-08577 7
<b>Master Carton Dimensions</b>	14.06 x 4.88 x 20.13 in
<b>Master Carton Weight</b>	15.44 lb
<b>Pallet Count</b>	210
<b>Pallet Measurements</b>	40.25 x 39.13 x 42.19 in
<b>Pallet Weight</b>	713.00 lb
<b>Media Size US</b>	13 x 19 in
<b>Media Size Metric</b>	330 x 482.6 mm
<b>Media Weight US</b>	66 lb bond
<b>Media Weight Metric</b>	250 g/m <sup>2</sup>
<b>Media Quantity</b>	25 sheets
<b>Thickness</b>	10.5 mil
<b>Brightness</b>	93.70 brightness
<b>Layers Per Pallet</b>	7.0
<b>Country Origin</b>	Made in Switzerland

*The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.*