



Target Market

Professional photographers (social/portrait photographers, fine artists, commercial photographers) and advanced amateurs (pro-like and hobbyists).

Ideal for digital photo and fine art reproductions, this professional, acid-free media—with 100-percent cotton rag—is coated on one side and has a bright white, smooth finish for rich color and increased contrast.

Produce beautiful fine art prints and photographs, using a durable paper with 100-percent cotton rag content. Print stunning color and fine detail on coated, bright white paper.

Preserve your artistic vision, using acid-free, fade- and water-resistant media. HP fine art papers are specially engineered for professional artists and photographers — you can be confident your images will remain as beautiful as what inspired them.

Produce precise detail and rich color with HP technologies engineered for photographers and artists. HP fine art papers and original, ultra-pure HP Viverna pigment inks work together to provide gallery-quality images.



Brand Specifications

Region	US/Canada
Unit Ct.	1
UPC Unit Code	8 82780-45154 4
Unit Measurements	19.50 x 13.38 x 0.75 in
Unit Weight	2.92 lb
Master Carton Count	5
MC ITF-14 Code	1 08 82780-45154 1
Master Carton Dimensions	20.13 x 14.06 x 4.88 in
Master Carton Weight	16.10 lb
Pallet Count	210
Pallet Measurements	48.00 x 42.25 x 39.13 in
Pallet Weight	741.00 lb
Media Size US	13 x 19 in
Media Size Metric	330 x 483 mm
Media Weight Metric	265 g/m ²
Media Quantity	25 sheets
Thickness	16.5 mil
Layers Per Pallet	7.0
Country Origin	Made in Switzerland

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