



Target Market

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

Deliver great results on a textured, naturally white matte finish. Produce rich, full-color prints on affordable, mould-made paper.

Produce sophisticated—yet affordable—photographs and fine art. Add creativity, using paper with a textured, matte finish. A naturally white finish delivers true-to-life skin tones and superb contrast. Ideal for reproductions and business collateral.

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 Vivera pigment inks work together to provide gallery-quality images.



Brand Specifications

Region	US/Canada
Unit Ct.	1
UPC Unit Code	8 82780-45156 8
Unit Measurements	19.50 x 13.38 x 0.75 in
Unit Weight	2.70 lb
Master Carton Count	5
MC ITF-14 Code	1 08 82780-45156 5
Master Carton Dimensions	20.13 x 14.06 x 4.88 in
Master Carton Weight	15 lb
Pallet Count	210
Pallet Measurements	48.00 x 42.25 x 39.13 in
Pallet Weight	695.00 lb
Media Size US	13 x 19 in
Media Size Metric	330 x 483 mm
Media Weight Metric	240 g/m ²
Media Quantity	25 sheets
Thickness	15.9 mil
Layers Per Pallet	7.0
Country Origin	Made in Switzerland

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