# HP Photo Papers

## Overview
As the industry leader with 42 percent market share for photo paper,[1] HP continues to innovate --- delivering new technologies, uncompromised quality and reliability --- to help customers produce beautiful photos every time when using HP inkjet printers with HP Vivera inks. Images printed on HP photo papers with HP Vivera inks are among the longest lasting, as certified by Wilhelm Imaging Research. With a wide range of options and price points, HP delivers the right photo paper for every individual customer and each unique project.

## HP Advanced Photo Paper (10.5 mil, 250 g/m$^2$)
- Fast photo printing generates lab-quality photos at home quickly[2]
- Prints dry instantly and exhibit excellent water resistance using HP Vivera inks
- Realistic photos with bright and vivid colors resist fading
- HP's best-selling photo paper is compatible with any inkjet printer
- Ideal for photos that will be shared immediately, such as for party guests, or for framing
- Featuring nano-porous coating technology
- Featuring HP Auto Sense technology, HP Auto Sense-enabled papers and printers work together to automatically optimize speed and image quality while preventing common photo-printing mistakes that save ink, paper and time. [3]

## HP Premium Plus Photo Paper (11.5 mil,  280 g/m$^2$)
- Stunning, professional-quality photos with brilliant color that resist fading, when displayed, for more than 100 years[4] when using HP Vivera inks.  And more than 200 years when stored in albums [4]
- HP's thickest and heaviest photo paper has a durable coating to minimize scratches and fingerprints
- Ideal for important photos for framing, gifts, scrapbooks or events
- Now with HP Auto Sense technology, HP Auto Sense-enabled papers and printers work together to automatically optimize speed and image quality while preventing common photo-printing mistakes that save ink, paper and time. [3]

## HP Premium Photo Paper (10 mil, 240 g/m$^2$)
- Lab-quality photos featuring vivid true-to-life color that resist fading longer than store-processed prints[5]

**Editorial contacts:**

Sarah K. Steven, HP
+1 650 557 9277
sarah.k.steven@hp.com

Lauren Stilwell
Porter Novelli for HP
+1 415 975 3339
lauren.stilwell@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

- Designed to look and feel like a traditional photograph

- Ideal for photo calendars, enlargements and photo album pages

- Now with HP Auto Sense technology, HP Auto Sense-enabled papers and printers work together to automatically optimize speed and image quality while preventing common photo-printing mistakes that save ink, paper and time. [3]

### HP Everyday Photo Paper (6.5 mil, 165 g/m$^2$)

- New and improved HP Everyday Photo Paper works with any inkjet printer, so customers don't have to worry about compatibility

- Affordable photo paper for everyday photo printing – as little as 10 cents per 4 x 6-inch sheet[5]

- Crisp, bright color images using any inkjet printer

- Prints dry quickly for easy handling right off the printer

- Thicker and heavier than plain paper for a sturdier feel and better photo quality

- Ideal for printing casual photos to share with family and friends, images from email or the internet, or proof photos and test prints.

### HP Professional Satin Photo Paper (11.4 mil, 300 g/m$^2$)

- Available in 13x19" (B+/A3+)
- Showcase your finest works, using a heavyweight paper designed for limited edition photographs.
- A professional satin surface delivers impressive image quality.
- Enjoy archival-quality fade resistance and exceptional durability with HP Vivera pigment inks.

### HP Premium Photo Cards
- True-to-life image quality that resists fading longer than store-processed photos[5]

- Back coating prevents photos from sticking when stacked

- Available in more than 100 professional templates designed by American Greetings.com ideal for occasions such as holiday cards, baby announcements, graduations and more

### HP Photo Value Packs
- Save more when printing professional-quality photos using HP Photo Value Packs

- Original HP ink and photo paper are conveniently bundled together at a more affordable price than purchasing these Original HP supplies separately

- Print lab-quality photos at home for as little as 24 cents per 4 x 6 inch photo[6]

### Availability

### HP Advanced Photo Paper, soft gloss
- 8.5 x 11-inch (50 sheets)

- 13 x 19-inch (25 sheets)

### HP Advanced Photo Paper, glossy

- 4 x 6-inch perforated tab (100 sheets (Staples only) and 200 sheets)

- 4 x 6-inch borderless (100 sheets)

- 5 x 7-inch borderless (60 sheets)

- 8.5 x 11-inch (25, 50, and 100 sheets)

- 13 x 19-inch (25 sheets)

**HP Premium Plus Photo Paper, high gloss**
- 4 x 6-inch perforated tab (20, 60 and 100 sheets)

- 4 x 6-inch borderless (60 and 100 sheets)

- 4 x 12-inch borderless (20 sheets)

- 5 x 7-inch borderless (60 sheets)

- 8.5 x 11-inch (25 and 50 sheets)

- 11 x 17-inch (25 sheets)

- 13 x 19-inch (25 sheets)

**HP Premium Plus Photo Paper, soft gloss**
- 4 x 6-inch perforated tab (60 and 100 sheets)

- 8.5 x 11-inch (25 and 50 sheets)

- 13 x 19-inch (25 sheets)

**HP Premium Photo Paper, glossy**
- 4 x 6-inch perforated tab (60 and 100 sheets)

- 4 x 6-inch borderless (100 sheets)

- 8.5 x 11-inch (15, 50 and 100 sheets)

**HP Premium Photo Paper, soft gloss**
- 4 x 6-inch perforated tab (100 sheets)

- 8.5 x 11-inch (15 and 50 sheets)

**HP Everyday Photo Paper, semi-gloss**
- 4 x 6-inch extended tab (50 sheets (Wal-Mart only) and100 sheets)

- 8.5 x 11-inch (25, 50 and100 sheets)

HP Everyday Photo Paper, matte

- 8.5 x 11-inch (100 sheets)

**HP Premium Photo Cards**
- 4 x 8-inch (40 sheets)

[1] NPD Data (Feb. 2007 – dollar share)

[2] Speeds vary by printer.

[3] With HP Auto Sense-enabled HP printers.

[4] Based on Display Permanence Rating by Wilhelm Imaging Research, Inc. or HP Image Permanence Lab, For details: www.hp.com/go/printpermanence.

[5] Display-permanence rating by Wilhelm Imaging Research, Inc. or HP Image Permanence Lab using select

HP Vivera inks. Comparison to store-processed photos refers to AgX- and dye-sublimation-processed photos.
[6] Special offer with purchase of compatible HP Photo Value Pack. Actual cost may vary based on printer used, image printed and other factors.

**hp** ®

i n v e n t