



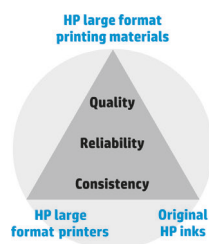
# HP Vital Matte GR

Versatile promotional monomeric adhesive vinyl with gray, removable adhesive



## The HP large format printing system—the complete solution

HP large format printers, Original HP inks and printheads, and Original HP printing materials are designed to work together as a system to provide reliable, consistent results with every print.



## See outstanding image quality with this versatile vinyl

### Achieve vibrant print quality

Create high-impact removable signage with sharp, vibrant print quality while enjoying excellent value. The gray removable adhesive is opaque for maximum coverage.

### Differentiate with environmental certifications

Offer a vinyl that complies with high health and safety standards. HP Vital Matte GR is flame-resistant<sup>1</sup> and REACH compliant<sup>2</sup>—a regulation of the European Union adopted to improve the protection of human health and the environment.

### Save time with a reliable, total HP solution

Original HP printing materials, Original HP inks, and HP large format printers are designed to work together as a system to provide reliable, consistent, quality results that help save time. Prints produced with HP Latex Inks also provide a better approach with end-to-end environmental sustainability.<sup>3</sup>

<sup>1</sup> B1 approved fire certification.

<sup>2</sup> As of the date of this document, this product does not contain any of the chemicals on the EU's Candidate List for Authorization (otherwise known as Substances of Very High Concern) in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Article 33 Declaration published at [HP Printing Products and Consumable Supplies](#).

<sup>3</sup> Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation.

Target customers	Applications	Benefits
Print service providers	Indoor and outdoor signage	Excellent value and performance in a removable, monomeric calendered adhesive vinyl
	Point-of-sale, retail displays	Outstanding print performance
	Indoor and outdoor advertising	Flame-resistant material <sup>1</sup>
	Window graphics	Print with ease using the complete HP solution—media, inks, profiles, printer
	Exhibit and event displays	Provides reassurance with REACH compliance <sup>2</sup>
		Compatible with Original HP Latex Inks; also solvent, low-solvent, and UV-curable inks

## Technical specifications



### HP Vital Matte GR

For the latest ICC profiles/paper presets, please visit [HPLFMedia.com/hp/paperpresets](https://hplfmedia.com/hp/paperpresets).

<b>Ink technology</b>	Compatible with Original HP Latex Inks; also solvent, low-solvent, and UV-curable inks			
<b>Thickness (base vinyl)</b>	99 microns/3.9 mil per ISO 20534 Test Method			
<b>Base vinyl</b>	Calendered monomeric			
<b>Liner</b>	135 g/m², silicone paper			
<b>Adhesive</b>	Gray, removable pressure-sensitive adhesive (clean removal for up to 3 months)			
<b>Opacity</b>	95% per TAPPI T-425 Test Method			
<b>Finish</b>	Matte, less than 10 gloss units at 60° reflection			
<b>Water resistance</b>	Water resistant with HP 871 and 831 Latex Inks <sup>4</sup>			
<b>Minimum application temperature</b>	10 to 35°C (50 to 95°F) on clean, dry surfaces			
<b>Service temperature</b>	-30 to 80°C (-22 to 176°F)			
<b>Operating temperature</b>	15 to 35°C (59 to 95°F)			
<b>Operating humidity</b>	40 to 60% RH			
<b>Lamination</b>	Cold lamination; recommend using HP Matte or Gloss Polymeric or Monomeric Overlaminates			
<b>Shelf life</b>	1 year, unopened in original packaging			
<b>Storage temperature</b>	21 to 24°C (69 to 75°F)			
<b>Storage humidity</b>	50% RH			
<b>Flame resistance</b>	B1 approved fire certification			
<b>Environmental</b>	REACH compliant <sup>5</sup>			
<b>Country of origin</b>	Product of Germany			
<b>Ordering information</b>	<b>Product numbers</b>	<b>Roll sizes</b>	<b>UPC codes</b>	<b>Region</b>
	4WM52A	1050 mm x 50 m (41.3 in x 164 ft)	848412025620	Europe, Middle East, and Africa
	4WM53A	1372 mm x 50 m (54 in x 164 ft)	848412024357	Europe, Middle East, and Africa
	4WM55A	1524 mm x 50 m (60 in x 164 ft)	848412024371	Europe, Middle East, and Africa
<b>Warranty</b>	HP large format printing materials are free from defects in materials and workmanship. For warranty statement, please see <a href="https://hplfmedia.com/go/mediawarranties">HPLFMedia.com/go/mediawarranties</a> . To obtain warranty service, please contact Brand Management Group customer support at <a href="https://hplfmedia.com/hp/en/contactus">HPLFMedia.com/hp/en/contactus</a> .			

<sup>4</sup> Performance varies based on printer and print profile. Water resistance testing by HP Image Permanence Lab on a range of HP media and follows ISO 18935 method. For more information, see: [HPLFMedia.com/hp/printpermanence](https://hplfmedia.com/hp/printpermanence).

<sup>5</sup> As of the date of this document, this product does not contain any of the chemicals on the EU's Candidate List for Authorization (otherwise known as Substances of Very High Concern) in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Article 33 Declaration published at [HP Printing Products and Consumable Supplies](https://hplfmedia.com/hp/en/contactus).



**MADE IN  
GERMANY**

For detailed information on the HP large format printing materials portfolio and to order, visit [HPLFMedia.com](https://hplfmedia.com)

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