



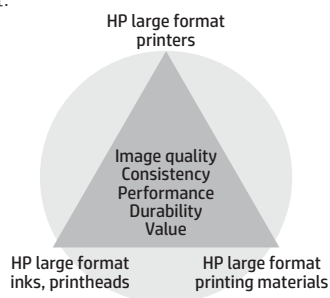
# HP Prime Matte Air GP

Intermediate adhesive vinyl with gray permanent 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.



## Produce outstanding, easy-to-install prints

### See outstanding image quality and great hiding power

This matte-finish, intermediate adhesive vinyl offers outstanding image quality and “pop.” The gray permanent adhesive is opaque for maximum coverage. This vinyl installs easily with a low-profile air release liner.

### Differentiate with environmental certifications

Offer a vinyl that complies with high health standards. HP Prime Matte Air GP is REACH compliant<sup>1</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>2</sup>

<sup>1</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](#). Logo source: Copyright European Chemicals Agency.

<sup>2</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 advertising	Outstanding image quality on this intermediate calendered vinyl
	Point-of-sale, retail displays	Gray permanent adhesive provides opacity to achieve consistent image quality on multiple surfaces
	Window graphics	Air release liner enables fast, easy, and bubble-free installation
	Exhibit and event graphics	Provides reassurance with REACH compliance <sup>1</sup>
		Compatible with Original HP Latex Inks; also solvent, low-solvent, and UV-curable inks

## Technical specifications



### HP Prime Matte Air GP

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>	86 microns/3.4 mil per ISO 20534 Test Method			
<b>Base vinyl</b>	Calendered			
<b>Liner</b>	140 g/m <sup>2</sup> , double-sided PE-coated silicone paper with low-profile air release			
<b>Adhesive</b>	Gray, permanent pressure-sensitive adhesive			
<b>Finish</b>	Matte, less than 30 gloss units at 60° reflection			
<b>Expected durability (unprinted)</b>	Up to 5 years <sup>3</sup>			
<b>Minimum application temperature</b>	4 to 35°C (39 to 95°F) on clean, dry surfaces			
<b>Service temperature</b>	-28 to 65°C (-18 to 149°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 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>Environmental</b>	REACH compliant <sup>4</sup>			
<b>Country of origin</b>	Product of the United States			
<b>Ordering information</b>	<b>Product numbers</b>	<b>Roll sizes</b>	<b>UPC codes</b>	<b>Region</b>
	4WM66A	1372 mm x 45,7 m (54 in x 150 ft)	848412024470	United States
	4WM68A	1524 mm x 45,7 m (60 in x 150 ft)	848412024494	United States
<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>3</sup> Currently in testing.

<sup>4</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://www.hp.com/go/HP-Printing-Products-and-Consumable-Supplies). Logo source: Copyright European Chemicals Agency.



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

© 2018 HP Development Company, L.P. © 2018 Brand Management Group. 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 and BMG shall not be liable for technical or editorial errors or omissions contained herein.

HP is a registered trademark of HP Development Company, L.P. and is used by Brand Management Group on license from HP Development Company, L.P.

