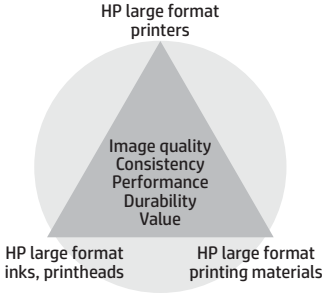
Data sheet

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.



[1] 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.

[2] 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.

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[1]—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.[2]

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[1]
		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.

Ink technology	Compatible with Original HP Latex Inks; also solvent, low-solvent, and UV-curable inks
Thickness (base vinyl)	86 microns/3.4 mil per ISO 20534 Test Method
Base vinyl	Calendered
Liner	160 g/m², double-sided PE-coated silicone paper with low-profile air release
Adhesive	Gray, permanent pressure-sensitive adhesive
Finish	Matte, less than 30 gloss units at 60˚ reflection
Expected durability (unprinted)	Up to 5 years[3]
Minimum application temperature	4 to 35˚C (39 to 95˚F) on clean, dry surfaces
Service temperature	-28 to 65˚C (-18 to 149˚F)
Operating temperature	15 to 35˚C (59 to 95˚F)
Operating humidity	40 to 60% RH
Lamination	Cold lamination; recommend using HP Matte or Gloss Polymeric Overlaminates
Shelf life	1 year unopened in original packaging
Storage temperature	21 to 24˚C (69 to 75˚F)
Storage humidity	50% RH
Environmental	REACH compliant[4]
Country of origin	Product of the United States

Ordering information

Product numbers	Roll sizes	UPC codes	Region
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

Warranty	HP large format printing materials are free from defects in materials and workmanship. For warranty statement, please see HPLFMedia.com/go/mediawarranties. To obtain warranty service, please contact Brand Management Group customer support at HPLFMedia.com/hp/en/contactus.

[3] Currently in testing.

[4] 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.

REACH

MADE IN THE USA

For detailed information on the HP large format printing materials portfolio and to order, visit 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.