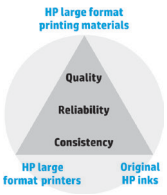
Data sheet

HP Prime Matte Air GR

Intermediate polymeric adhesive vinyl with gray removable adhesive



The HP large format printing system—the complete solution
HP Latex printers, Original HP Latex Inks and printheads, and Original HP printing materials are designed to work together as a system to provide uncompromising image quality, reliability, and consistency—with every print.



1 With HP 871 and 831 Latex Inks, over 10 years laminated display permanence for indoor home or office, commercial in-window, and outdoor displays.

2 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.

3 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.

See outstanding image quality and great hiding power

See outstanding image quality and great hiding power
This matte-finish, intermediate polymeric adhesive vinyl offers outstanding image quality and "pop". The gray removable adhesive is opaque for maximum coverage. This vinyl installs easily with a low-profile air release liner and provides durable print performance with over 10 years laminated display permanence.[1]

Differentiate with environmental certifications
Offer a vinyl that complies with high health standards. HP Prime Matte Air GR is REACH compliant[2]—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.[3]

Target customers	Applications	Benefits
Print service providers	Indoor and outdoor advertising	Outstanding image quality on this intermediate polymeric calendered vinyl
	Point-of-sale, retail displays	Gray removable 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[2]
		Compatible with Original HP Latex Inks; also solvent, low-solvent, and UV-curable inks

Technical specifications



HP Prime Matte Air GR
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	Polymeric calendered
Liner	160 g/m², double-sided PE-coated silicone paper with low-profile air release
Adhesive	Gray, removable pressure-sensitive adhesive
Opacity	99% per TAPPI T-425 Test Method
Finish	Matte, less than 30 gloss units at 60˚ reflection
Display permanence (Outdoor unprinted)	Over 7 years[4]
Display permanence (Outdoor)	Over 4 years unlaminated, over 10 years laminated with HP 871 and 831 Latex Inks[4]
Display permanence (Indoor home or office)	Over 5 years unlaminated, over 10 years laminated with HP 871 and 831 Latex Inks[5]
Display permanence (Commercial in-window)	Over 5 years unlaminated, over 10 years laminated with HP 871 and 831 Latex Inks[6]
Water resistance	Water resistant with HP 871 and 831 Latex Inks[7]
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[8] and RoHS compliant
Country of origin	Product of the United States

Ordering information

Product numbers	Roll sizes	UPC codes	Region
4WM70A	1372 mm x 45,7 m (54 in x 150 ft)	848412024517	United States, Canada, and Latin America
4WM72A	1524 mm x 45,7 m (60 in x 150 ft)	848412024531	United States, Canada, and Latin America

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.

[4] Outdoor unprinted display permanence rating based on white background color change according to SAE J2527; outdoor display permanence rating according to SAE J2527; in a vertical display orientation in simulated nominal outdoor display conditions for select high and low climates, including exposure to direct sunlight and water; performance may vary as environmental conditions change. For more information, see HPLFMedia.com/hp/printpermanence.

[5] Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see HPLFMedia.com/hp/printpermanence.

[6] Interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6,000 Lux/12 hr day. For more information, see HPLFMedia.com/hp/printpermanence.

[7] 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.

[8] 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

© 2019 HP Development Company, L.P. © 2019 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.

March 2019