

## Overview & Specifications

Overview and features	
Overview	HP Universal Matte Canvas is perfect for printing low-price-point consumer art reproductions. This media is an economical artist stretch canvas that delivers superb quality for price-sensitive applications. This canvas has a slightly textured, matte surface for true artistic quality and produces water-resistant prints when used with HP Vivera pigment inks.
Benefits	<ul style="list-style-type: none"> <li>• Cost-effective, high-quality prints</li> <li>• Long-lasting print results with HP pigment inks</li> <li>• Performs throughout entire workflow</li> </ul>
Target customers	Art Reproduction Houses, Graphics Print Service Providers, Artists, Photographers
Target applications	Photo Enlargement, Art Reproduction
ICC profiles/Paper presets	
Front panel settings	<a href="http://www.hp.com/go/paperpresets">http://www.hp.com/go/paperpresets</a>
Printing specifications	
Roll dimensions	24 in x 20 ft
Media roll, core size	2 in
Brightness	92% per TAPPI T-452 Test Method, 101% per ISO 2470 Test Method
Metric page weight	350 g/m <sup>2</sup> per ISO 536 Test Method
Opacity	Greater than 98% per TAPPI T-425 Test Method
Whiteness	117 per CIE Ganz 82 Test Method, 127 per ISO 11476 Test Method, 125 per ISO 11475 Test Method
Gloss level	Not applicable
Waterfastness	Yes with Original HP 70 Vivera pigment inks or HP 91 Vivera pigment inks
Country of origin	Product of US
Primary material	Cotton and Polyester
Recycling Method	Incineration for energy production
Image permanence	
Fade resistance	<a href="http://www.hp.com/go/supplies/printpermanence">http://www.hp.com/go/supplies/printpermanence</a>
Finishing/post processing	
Lamination	Yes (Liquid; water-based laminates)
Acid free	Yes
More information	<a href="http://www.hp.com/supplies/lamination">http://www.hp.com/supplies/lamination</a>
Operating conditions	
Operating temperature	59 to 95°F
Operating humidity	30 to 70% RH
Drying time	Quick-dry to touch (@ 23°C, 50% RH)
Shelf life	1 year, unopened in original packaging
Dimensions and weight	
Package weight	4.6 lb

Warranty	Hewlett-Packard large-format printing materials are guaranteed to meet HP published specifications, to be free of manufacturing flaws and defects, and are designed to resist paper jams when used correctly.
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