

See the difference: Compare HP Universal Bond Paper and HP Bright White Inkjet Paper to select Océ papers

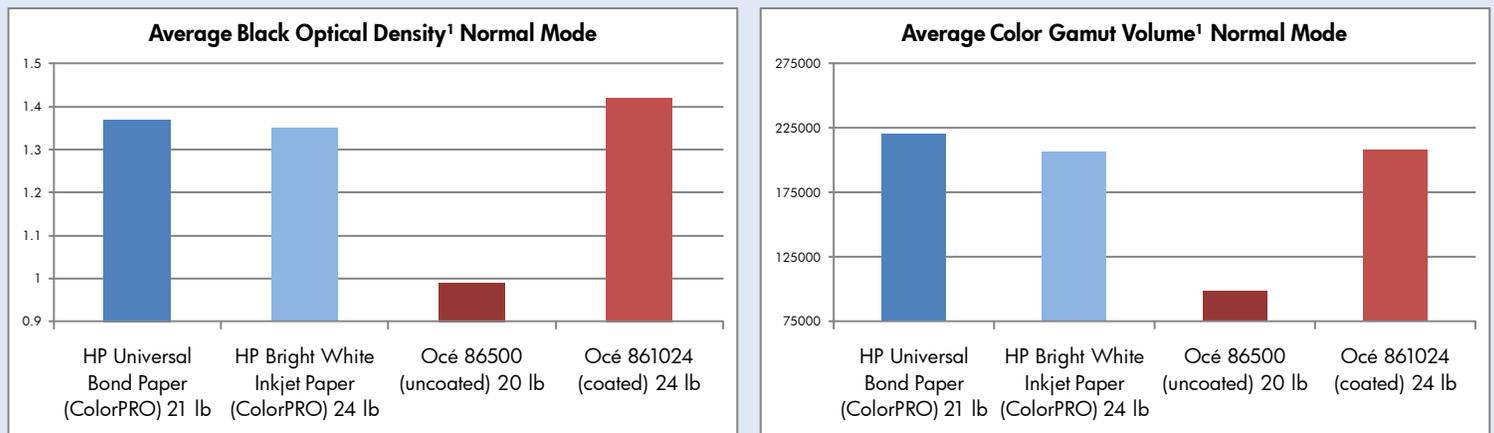


Why pay for coated paper?

Graphics and technical professionals rely on everyday prints to support the project development or creative process. Higher-quality everyday prints can enhance the development process, and papers with ColorPRO Technology offer the ideal alternative for everyday printing when printed with HP Vivera pigment inks. See how HP papers with ColorPRO Technology compare to Océ coated and uncoated papers, in Figure 1.



Figure 1: Average black optical density and color gamut comparison of HP papers with ColorPRO Technology compared to select Océ coated and uncoated papers.¹



HP Universal Bond Paper performance is clearly impressive compared to the Océ uncoated paper. And HP Bright White Inkjet Paper achieves performance comparable to the coated Océ paper.

The ColorPRO difference is noticeable

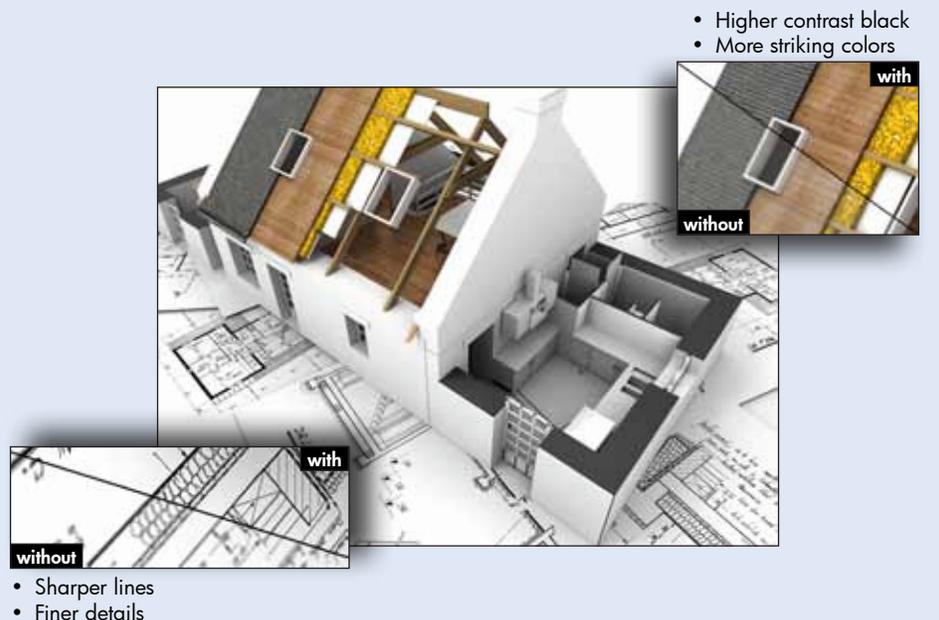
Laboratory measurements provide reassurance, but in the case of papers with ColorPRO Technology, the difference is dramatic and easily visible to the human eye.

With the addition of ColorPRO Technology, HP Universal Bond Paper and HP Bright White Inkjet Paper provide professional quality and striking results for high-quality, high-productivity printing of graphics and technical applications. See the ColorPRO difference in Figure 2, especially in the highlighted portions of the print sample.

ColorPRO papers deliver:

- Striking results for eye-catching graphics and presentations
- Sharper, finer detail—for realistic images and precise lines
- An extended range of colors—for high impact results
- High-quality performance at production speed

Figure 2: Print quality comparison with and without ColorPRO Technology



¹Test images printed on the HP Designjet Z6100 Printer; average black optical density measured using the Spectro-densitometer Model 938 supplied by X-rite using ANSI status A setting with the reported result expressed as an average of 3 measurements; color gamut volume measured with the Spectro-densitometer Model 938, supplied by X-rite; measures the volume of color space enclosed inside the achievable colors (boundary color space measured with 8-points L*, a*, b* measurement; the 8-point consists of imaging of 100% solid-fill black, cyan, magenta, yellow, red (from 100% yellow and 100% magenta), green (from 100% cyan and 100% yellow), and solid-fill blue (from 100% cyan and 100% magenta)); D65/2° setting with the reported result expressed as an average of 3 measurements.

ColorPRO Technology

Papers bearing the ColorPRO logo are manufactured to meet a strict set of quality specifications, with performance criteria such as:

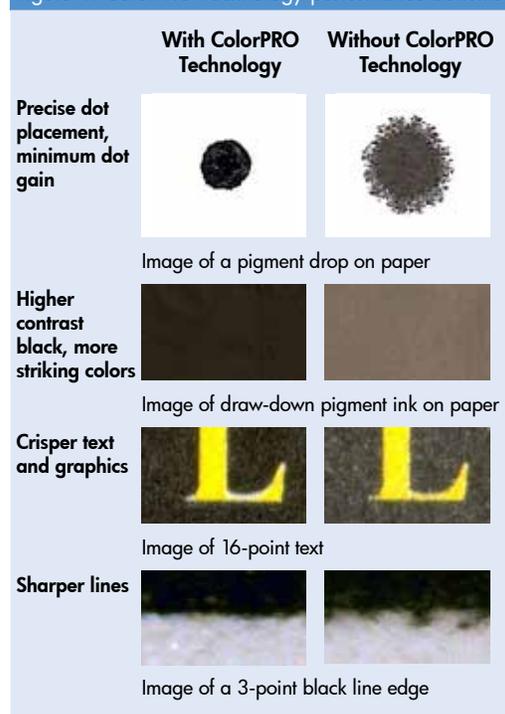
- Black optical density
- Color gamut
- Line edge acuity
- Color-to-color bleed

ColorPRO Technology—how it works

ColorPRO papers use additives that interact with pigment-based inks. Unlike off-line coating processes, ColorPRO additives are integrated into the paper-making process to provide precise control over ink behavior at the paper surface (See Figure 3). As the ink penetrates the paper, the colorant is immobilized at the surface to provide higher black and color optical density, controlled dot gain, minimal feathering, and reduced color-to-color bleed. The results are dense blacks, vivid colors, and sharp edges for high definition of text and lines.

This specific interaction between pigment-based inks and papers with ColorPRO Technology provides a unique combination of print quality characteristics and controlled ink absorption. Examples shown in Figures 4 and 5 illustrate the ColorPRO difference for papers compatible with HP Designjet printers.

Figure 4: ColorPRO Technology performance benefits



The complete solution

ColorPRO papers take the trial and error out of getting optimum quality and consistent results, enabling less downtime, higher productivity, and lower overall costs of printing. With ColorPRO papers, HP enables a complete solution—optimized with Original HP inks and HP Designjet printers—to meet the needs of graphics and technical applications.

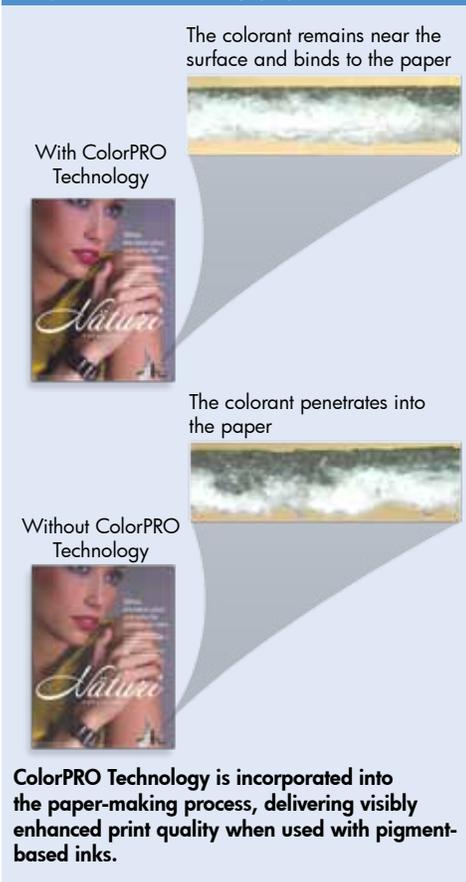
For more information on ColorPRO Technology, visit www.colorprotechnology.com



Progressive, Profitable Printing

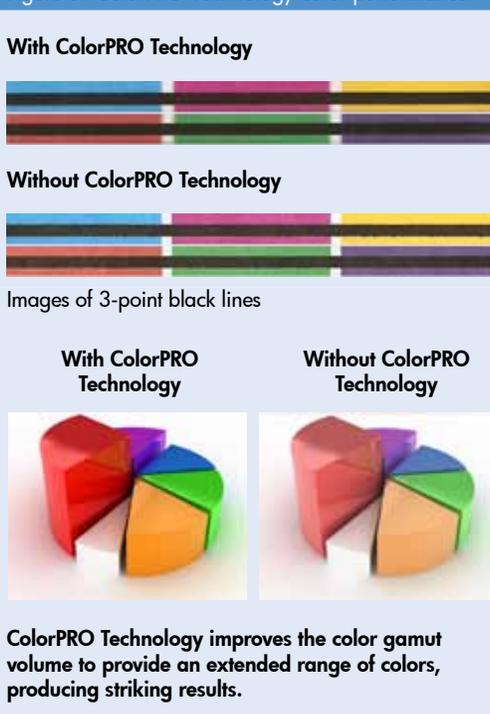


Figure 3: ColorPRO Technology for papers compatible with HP Designjet printers



ColorPRO Technology is incorporated into the paper-making process, delivering visibly enhanced print quality when used with pigment-based inks.

Figure 5: ColorPRO Technology color performance



HP Universal Bond Paper

Weight 80 g/m² (21 lbs)

Sizes:

Q1396A - 610 mm x 45,7 m (24 in x 150 ft)

Q1397A - 914 mm x 45,7 m (36 in x 150 ft)

Q1398A - 1067 mm x 45,7 m (42 in x 150 ft)

Q8751A - 914 mm x 175 m (36 in x 574 ft)

HP Bright White Inkjet Paper

Weight 90 g/m² (24 lbs)

Sizes:

C1860A - 610 mm x 45,7 m (24 in x 150 ft)

C1861A - 914 mm x 45,7 m (36 in x 150 ft)

C6810A - 914 mm x 91,4 m (36 in x 300 ft)