



**hp durable image  
gloss *37v***

**premium  
printing  
material**

**hp designjet  
5000 & cp  
series printers**

HP Durable Image Gloss *37v* is a durable photobase that creates brilliant, photo-quality images that are smear- and moisture-resistant with superior indoor and outdoor fade resistance.

target customer	application	user needs
professional PSPs and high-end retail customers  digital photography, entertainment and fine art	<ul style="list-style-type: none"> <li>indoor signage, banners, and danglers</li> <li>indoor posters</li> <li>outdoor signage with lamination</li> <li>window signage and danglers</li> <li>digital photography</li> <li>fine arts</li> <li>movie posters</li> <li>decor and other applications requiring fade-resistance</li> </ul>	<ul style="list-style-type: none"> <li>create brilliant, fade-resistant photo indoor or outdoor signage, fast and affordably</li> <li>create fade-resistant, moisture-resistant digital photos, posters</li> <li>create production environment in which faster dry time and easy lamination are enhanced</li> </ul>

features	benefits
photo quality output	no need to accept less than photographic image quality when a durable solution is required
fade-resistant	200 years of indoor fade-resistance according to Wilhelm testing standards; 2+ years outdoors, when laminated
photo-quality	high image quality
durability	system designed to ensure highest image quality
productivity	smear and fade-resistant without lamination
	moisture resistant without lamination
	superior dry time
	print modes specially designed to ensure optimal productivity without compromising image quality
	high speed printing on hp designjet 5000/5000ps series printers
	moisture- and smear-resistant
meets post-processing requirements	easy to laminate
	inexpensive to laminate

product specifications	
weight	200 g/m <sup>2</sup>
thickness/calliper	7.9 mil
smoothness	10 (per TAPPI T-538 test method)
whiteness	94 (per CIE Ganz 82 test method)
brightness	94 (per TAPPI T-452 test method)
opacity	94 (per TAPPI T-425 test method)
gloss level	45% (at 75°)
country of origin	Japan

environmental specifications (based on hp no. 83 <i>37v</i> ink supplies)	
operating temperature	15° - 30°C
operating humidity	20 - 70% RH
lightfastness	hp durable image gloss <i>37v</i> is at 200 years of indoor fade-resistance according to Wilhelm testing standards; 2+ years outdoors, when laminated
waterfastness	Delta OD < 1.0
dry time	2 minutes
shelf life	2 years

mounting and finishing	
lamination	yes
mounting	yes

compatibility guide		
<b>supported printers</b>	<b>supported ink system/cartridge</b>	<b>front panel media selection</b>
hp designjet 5000/5000ps	hp no. 83 <i>37v</i> ink supplies	Durable Imaging Gloss UV
hp designjet 3800cp/3500cp/3000cp	hp designjet cp ink system <i>37v</i>	UV Custom A
hp designjet 2800cp/2500cp/2000cp	hp designjet cp ink system <i>37v</i>	UV Custom A

ordering information		
<b>product number</b>	<b>size</b>	<b>UPC code</b>
hp c6794a	914 mm x 22 m	0 88698 52321 6
hp c6795a	1372 mm x 27 m	0 88698 52322 3
hp c6796a	1524 mm x 27 m	0 88698 52323 0