Data sheet

# Home and office prints resist fading

## With HP Inkjet and Sprocket photo printing systems for home and small business

HP designs its printers, cartridges, and papers so that your prints will last. HP's portfolio of Original HP inks and photo papers print your precious photos so they stand the test of time.

## Photo fade resistance

One element of photo quality and durability is fade from exposure to light when the photo is displayed. HP performs fade resistance testing in HP's Image Permanence Labs.[1] Additional testing has been done on some Original HP Ink cartridges by Wilhelm Imaging Research, Inc. (WIR), a leading independent test lab.

Photos printed with HP printers and Original HP inks on HP photos papers have vibrant colors and are enjoyable for a long time. Original HP Cartridges are the only cartridges precisely developed with HP printers for reliable quality and striking images, photo after photo.

**HP Original Ink Cartridges and Photo paper**

Photos printed using Original HP Inks and HP Advanced or Premium Plus photo papers are tested for fade resistance, when displayed under glass. Typically, the inks in popular or recently introduced HP consumer printers, such as HP DeskJet and HP ENVY Photo, provide decades of fade resistance. For example, a typical set of photo printer inks, such as in the HP 63 Original Ink Cartridges, print photos on HP photo paper that tested at more than 50 years of fade resistance.[2] HP ink cartridge SKUs and home photo printer model numbers vary by region and home photo inkjet printer systems will have similar fade resistance on HP photo papers.[3]

**HP Sprocket Supplies**

**HP Sprocket Photo Paper using ZINK® technology[4]**

When you choose HP Sprocket Photo Paper, your photos can last for decades.[2] Photos printed on HP Sprocket Photo Paper[4] and displayed under glass have been simulated to resist fading for about 43 years.[2]

**HP Sprocket 4 x 6" (10 x 15 cm) Photo Paper and Cartridges**
Photos printed by the recent HP photo printing offering, the Sprocket 4x6" (10x15 cm) Photo Paper and Cartridges were tested for fade resistance when stored as customers might keep photos in albums, scrapbooks, and photo journals. The fade resistance for photos in dark storage is approximately 100 years.[5]

In summary, to help prevent photos from fading, keep them in frames or photo albums. For best results, display photos indoors and away from direct sunlight. HP hopes you will enjoy your photos for many years to come. HP printers, Original HP Ink cartridges, and HP photo papers are designed together for quality prints you can take pride in.

## Business document fade resistance

Business documents such as letters, reports. emails, invoices, financial statements, legal documents, brochures, flyers, and sales materials contain valuable content. Most often, these text and graphics documents are printed on plain paper in businesses using OfficeJet, OfficeJet Pro, and PageWide printers. HP office printers are designed for this type of business printing. Fade resistance is an element of the durability of these prints.

Usually, only the most important business documents are displayed and often under UV filter, instead of framed under glass. HP rigorously tests business document fade resistance on plain business paper to ensure that your documents will be legible for years to come. Testing occurs in HP's Image Permanence Labs and at Wilhelm Imaging Research, Inc. (WIR), a leading independent test lab.

Recent testing of Original HP Ink cartridges for fade resistance under UV filter involved the HP 934/935, HP 940, HP 950/951, HP 970/971, and HP 980 to provide examples of typical durability of HP inks printed on plain paper and displayed under UV filter. The simulated fade resistance ranged 62 to 92 years[6], demonstrating that customers can rely on HP printed documents stored for a very long time.

In addition, some businesses store documents in folders or cabinets, called dark storage, and review them periodically. Documents and photos printed on HP Bright White Inkjet Paper with Original HP inks for the office can last for over 200 years.[7] You can count on HP prints on plain papers using pigment inks for HP OfficeJet Pro and HP PageWide printers to stay legible and useful for many, many years.

HP develops Original HP ink with HP printers and papers commonly used in the office so that your business documents resist fading from light for decades, whether stored in cabinets, folders, or on display under UV filter. HP develops Original HP inks with a variety of papers including HP photo papers so that your business and home printing will resist fading. Stored in folders, cabinets, or albums or displayed with some protection, your prints will resist fading from light for decades. HP inks provide high quality text, graphics, and photos and a reliable printing experience. Enjoy your home and business prints and photos with HP-an industry leader.

[1] HP IPL refers to HP's Image Permanence Laboratory. HP IPL light fade, ozone fade, and thermal degradation test methods are similar to WIR methods; differences include lower humidity in light fade testing (50 %RH), and higher accelerated light intensity (90 Klux).
[2] Display permanence rating by HP Image Permanence Lab.
[3] Inkjet SKUs and availability may vary by region.
[4] The ZINK® Technology and ZINK® Trademarks are owned by ZINK Holdings LLC. Used under license
[5] Display permanence rating by HP Image Permanence Lab. Image permanence estimates based on HP Sprocket 4 x 6" (10 x 15 cm) Photo Paper in dark storage. Dye sublimination technology in the cartridge and paper of the Sprocket Studio operates differently from inkjet technology.
[6] Display permanence rating by Wilhelm Imaging Research.
[7] See Wilhelm Imaging Research Dark Storage Permanence Statement at http://wilhelm-research.com/hp/WIR_Dark_Storage_Permanence_Statement_for_HP_2017-11-07.pdf

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