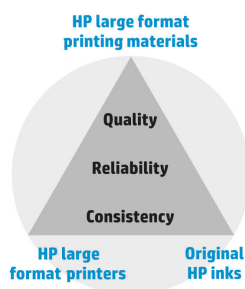# HP Backlit Polyester Film

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.

HP large format printing materials

Quality

Reliability

Consistency

HP large format printers   **Original HP inks**

[1] ASTM E84-16 approved fire certification.
[2] You can consider unlaminated use for short-term signage with scratch resistance comparable to hard-solvent inks on self-adhesive vinyl and PVC banner. Scratch-resistance comparison based on testing third-generation HP Latex Inks and representative hard-solvent inks. Estimates by HP Image Permanence Lab on a range of media.
[3] HP Large Format Media take-back program availability varies. Programs may not exist in your area. See HPLFMedia.com/ecosolutions for details.

Create vibrant, high-impact backlits

Create sharp, vibrant, high-impact backlits
Create high-impact backlits with the sharp, vibrant color that commands attention. With a specially engineered coating, this polyester film provides saturated colors and deep, dense blacks to produce razor-sharp, vibrant images that stand out when backlit.

Maintain high productivity
Keep peak productivity with this high-performance film. With a high-end polyester base and compatibility with HP Latex Inks, this film produces flame-resistant displays[1] and provides a sturdy construction with scratch resistance[2] and rigidity for easier handling and installation.

Impress your customers
Respond quickly and impress your customers. Using HP Latex Inks, prints come out completely dry. Move right on to lamination without losing precious time. And this printing material can be returned through the HP Large Format Media take-back program.[3]

Target customers	Applications	Benefits
Print service providers	Trade show and event displays	Specially engineered porous coating
	POP/POS and retail displays	Outstanding ink adhesion and razor-sharp images
	Banners	Thick construction with a high-end polyester base
	Interior decorations	Excellent dimensional stability
	Pop-up/roll-up displays	Easy to handle and install
		Eligible for return through HP Large Format Media take-back program[3]
		Flame resistant[1]

Technical specifications

HP Backlit Polyester Film
For the latest ICC profiles/paper presets, please visit HPLFMedia.com/paperpresets.

Ink technology	Original HP Latex Inks
Weight	275 g/m² per ISO 536 Test Method
Thickness	220 microns/8.7 mil per ISO 534 Test Method (2 mil aqueous inkjet receptive coating / 6.7 mil polyester base)
Opacity	Greater than or equal to 80% per TAPPI T-425 Test Method, greater than or equal to 74% per ISO 2471 Test Method
Whiteness	90 per CIE Ganz 82 Test Method, 110 per ISO 11476 Test Method
Finish	Matte
Operating temperature	15 to 30° C / 59 to 86° F
Operating humidity	20 to 80% RH
Flame resistance	ASTM E84-16 approved fire certification
Water resistance	Water resistant[4]
Dry time	Instant
Lamination	Yes, cold[5]
Shelf life	2 years, unopened in original packaging
Storage temperature	5 to 40° C / 41 to 104° F
Storage humidity	5 to 80% RH
Environmental	Eligible for return through the HP Large Format Media take-back program[6]
Country of origin	Product of Korea

Ordering information	**Product numbers**	**Roll sizes**	**UPC codes**	**Region**
	CR660B	914 mm x 30,5 m (36 in x 100 ft)	848412012521	Worldwide
	CR661B	1067 mm x 30,5 m (42 in x 100 ft)	848412012538	Worldwide
	CR662B	1372 mm x 30,5 m (54 in x 100 ft)	848412012545	Worldwide
	CR663B	1524 mm x 30,5 m (60 in x 100 ft)	848412012552	Worldwide

Warranty	HP large format printing materials are free from defects in materials and workmanship. For warranty statement please see HPLFMedia.com/MediaWarranties. To obtain warranty service, please contact Brand Management Group customer support at HPLFMedia.com/hp/en/contactus

[4] 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.

[5] For more information see HPLFMedia.com/laminationcomp.

[6] HP Large Format Media take-back program availability varies. Programs may not exist in your area. See HPLFMedia.com/ecosolutions for details.

For detailed information on the HP large format printing materials portfolio and to order, see HPLFMedia.com

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