



# vivera

HP INKS



Vivid colours that last

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### **You take pride in what you print**

You want to remember the moment - exactly as it was. You want to show how much you care. You want to leave the right impression. You want to show how creative you are. Or perhaps you simply want a map that's easy to follow. Whatever you print, it always looks best in true colour: colours borrowed from life. Colours generated by HP Vivera Inks.

### **There's more to vibrant colour than meets the eye**

The delicate perfume of a Valentine's bouquet. The colourful rhythms of a marching brass band. The fiery bite of a sun-ripened chilli. The warmth of golden sand between your toes. HP Vivera Inks are powerful and subtle enough to deliver vital colour. Colour you can see. Colour you can taste. Colour you can smell. Colour you can hear. Colour you can feel. Ultimately, colour you can trust. That's because a lot goes into the development of HP ink. Enough to give you up to 72.9 million unique colours to play with. And enough to ensure your prints resist fading for generations.

### **Vivera's vital statistics**

Incredibly complex to us, incredibly simple for you. HP Vivera Inks are optimised to work flawlessly with select HP printers and HP Premium Plus paper to deliver magical prints, every time.

### **It's all in the ingredients**

At a molecular level, the dyes in Vivera Inks are built to withstand the negative effects of light and pollutants, so they stay vivid for generations. Uniquely, Vivera's dyes do not compromise between rich colour and fade resistance.

### **Developed from the ground up**

Unlike other ink manufacturers that simply dilute dark inks to make "light" inks, HP Vivera low-colorant inks are designed specifically to ensure photo-quality images that capture elements both vivid and subtle and that last for generations.

### **Show your true colours**

A nine-ink printing system, including HP Vivera gray photo inks, creates up to 72.9 million color combinations, offering exceptionally radiant color, enhanced shadow detail and reduced image grain for stunning, realistic photo prints that resist fading for decades.

