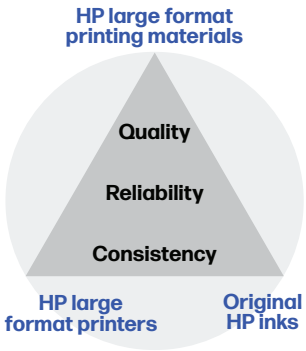
Data sheet

HP Premium Vivid Color Backlit Film



The HP large format printing system—the complete solution
HP large format printers, Original HP 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.



Print brilliant, long-lasting color displays fast

Achieve brilliant color and long-lasting displays
Produce brilliant, razor-sharp images no matter what the application. The porous coating on the printable front side of this media enhances image definition and provides excellent color contrast, even without backlight.

Maintain an efficient, productive workflow
Impress customers with quick turnaround times. Avoid smudges and smears with these fast-drying prints. Keep post-processing running smoothly with this thick, stiff film designed for easy handling to resist folds and creases, and to stay in place.

Create durable, high-impact backlits
Create high-impact backlits with the sharp, vibrant color that commands attention. This durable, water-resitant film produces razor-sharp images that last and withstand normal wear and tear.

Target customers	Applications	Benefits
Print service providers	Photo enlargements	Brilliant, razor-sharp images
	Trade show and event displays	Fast drying with Original HP pigment-based inks
	Backlit displays	Easy to handle with a stiff, thick construction
	POP and retail displays	In-window display permanence with a range of Original HP inks[1]
	Geographic Information Systems (GIS)	

Technical specifications



HP Premium Vivid Color Backlit Film

Ink compatability	Origina HP Vivid Photo Inks			
Weight	285 g/m² per ISO 536 Test Method			
Thickness	220 microns/8.7 mil per ISO 534 Test Method			
Opacity	≥77% per TAPPI T-425 Test Method, greater than or equal to 74% per ISO 2471 Test Method			
Brightness	≥86% per TAPPI T-452 Test Method			
Whiteness	115 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			
Display permanence (Commercial in-window, unlaminated)	Up to 3 years with Original HP 83 UV inks; up to 2 years with HP 91 Photo Inks; up to 1 year with HP 771 Vivid Photo Inks[2]			
Display permanence (Commercial in-window, laminated)	Up to 5 years with Original HP 83 UV inks; up to 4 years with HP 771 Vivid Photo Inks or HP 91 Photo Inks[1]			
Water resistance	Water resistant with Original HP 771 Vivid Photo Inks[3]			
Dry time	Less than 13 minutes (at 23° C, 50% RH)			
Lamination	Yes, hot or cold			
Shelf life	2 years, unopened in original packaging			
Storage temperature	18 to 30° C / 64 to 86° F			
Storage humidity	35 to 55% RH			
Country of origin	Product of Germany			
Ordering information	**Product numbers**	**Roll sizes**	**UPC Codes**	**Region**
	Q8747A	914 mm x 30,5 m (36 in x 100 ft)	848412013467	United States, Canada, and Latin America
	Q8748A	1067 mm x 30,5 m (42 in x 100 ft)	848412013474	United States, Canada, and Latin America
	Q8749A	1372 mm x 30,5 m (54 in x 100 ft)	848412013481	United States, Canada, and Latin America
	Q8750A	1524 mm x 30,5 m (60 in x 100 ft)	848412013498	United States, Canada, and Latin America
Warranty	HP large format printing materials are free from defects in materials and workmanship. For warranty statement, please see HPLFMedia.com/hp/MediaWarranties. To obtain warranty service, please contact BMG customer support at HPLFMedia.com/hp/en/contactus.			

1 Interior in-window display ratings by HP Image Permanence Lab on a range of HP media. HP predictions based on test data under Xenon-Arc illuminant—calculation assumes 6,000 Lux/12 hr day. For more information, see HPLFMedia.com/hp/t/printpermanence.

2 Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. For more information, see HPLFMedia.com/hp/t/printpermanence.

3 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/t/printpermanence.

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

© 2026 HP Development Company, L.P. © 2026 Brand Management Group. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP and BMG shall not be liable for technical or editorial errors or omissions contained herein.

HP is a registered trademark of HP Development Company, L.P. and is used by Brand Management Group under license from HP Development Company, L.P.

Octobeer 2026