

Brief

# Rethink ink.



A closer look at inkjet printing in the office for business decision makers



## Busting myths about ink in the office

Many people still have the misconception that inkjet printers are more suited for home printing and not businesses. This is simply not true. HP has specifically designed the Officejet Pro series to meet the printing demands of businesses—particularly in the areas of archivability, laser-like print quality, performance, and reliability. In fact, all HP Officejet Pro products are subjected to a series of rigorous testing which replicate challenging business environments.

If there's one constant in the world of business, it's that the workplace is continually evolving. And when it's time to print, you need the highest quality—with printing solutions that are more reliable and cost-effective than ever before.

Inkjet technology is a great option for the workplace—particularly for workgroups with up to 15 people, remote workers, and branch offices. Yet there are still many misperceptions about ink. It's time to take a good hard look at how HP's advanced inkjet technology in the HP Officejet Pro series can work just as hard as laser in the office.

## Myth 1: Ink in the office is too expensive.

It's time to put this number one myth to rest because it's simply not true. For color printing, the cost savings can be significant. For instance, HP Officejet Pro products deliver up to 50 percent reduction in cost per color page than competitive laser printers.<sup>1</sup>

HP Officejet Pro products are comparable to similarly priced products for page yield and recommended monthly print volume. And the XL print cartridges put replenishing supplies on a timeline similar to laser counterparts.<sup>2</sup> Original HP pigment ink cartridges require less packaging than toner cartridges, with up to 50% less packaging waste by weight than color lasers.<sup>3</sup> HP Officejet Pro products also use up to 50% less energy than color laser printers.<sup>4</sup>

## Myth 2: Inkjets aren't reliable.

HP Officejet Pro products are designed specifically to deliver business-class recommended monthly print volumes and duty cycles. Their product designs and mechanisms are held to the same rigorous testing and design standards you expect from HP. With the HP Officejet Pro X and 200 series, you'll also get additional features that ensure reliability—such as HP PageWide Technology—leveraged from the same printing innovation that drives

HP industrial-grade printing presses. The input trays are as sturdy as those found in HP LaserJet printers.

The result? Nearly uninterrupted performance and reliability. They're also speedy, with fast first page out for both black and color. In fact, the HP Officejet Pro X series hold the record as the world's fastest color desktop printers,<sup>5</sup> printing up to 70 pages per minute in General Office Mode.

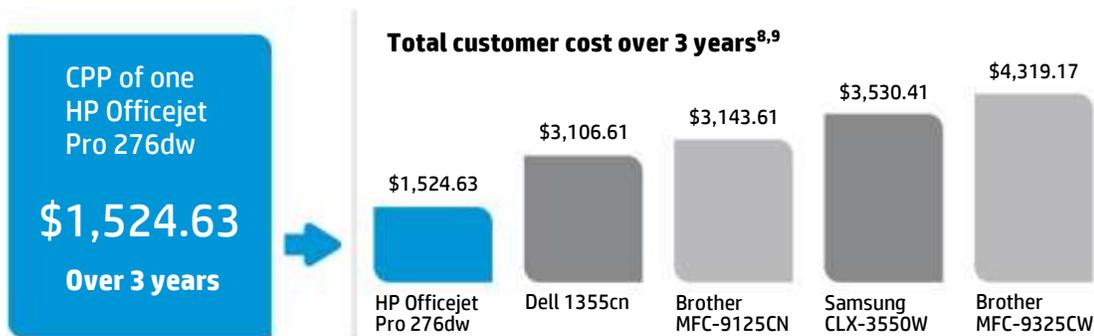
## Myth 3: Laser printers provide better quality printing.

Many people still believe that inkjet printing is less permanent than laser, or that nozzles clog and dry out. Not true. The reality is that print quality is job one at HP.

The HP Officejet Pro series delivers professional color print quality with crisp black text. You'll get high-quality, water-resistant<sup>6</sup> results that resist fading<sup>7</sup> and smearing—even with highlighter use. Advanced HP engineering eliminates nozzle clogs and dry-outs, while printheads are designed to last the life of the product.

## Dare to compare

Choosing ink over laser for color printing can result in significant cost per page (CPP) savings.



### Assumptions:

Based on 1 device  
3-year life of product

55% of pages printed in color  
7,152 pages printed per year

## Rethink how you print

With the HP Officejet Pro series, you can get outstanding color print quality with lower cost, and a small footprint with low energy consumption.

In the world of inkjet printing innovation, HP is the undisputed leader. HP leads the market in IT integration features. Our leadership position in computing and services makes us the obvious choice for workflow integration and content management.

### Learn more at

[hp.com/go/officejetpro](http://hp.com/go/officejetpro)

### Notes

<sup>1</sup> For HP Officejet Pro X: Cost per page (CPP) claim is based on the majority of color laser MFPs <\$1,000 USD and color laser printers <\$800 USD as of August 2013, based on market share as reported by IDC as of Q2 2013. ISO yield is based on continuous printing in default mode. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. For details, see [hp.com/go/officejet](http://hp.com/go/officejet). CPP based on HP 970XL/971XL ink cartridges' estimated street price. For more information, see [hp.com/go/learnaboutsplies](http://hp.com/go/learnaboutsplies). For HP Officejet Pro: Majority of color laser printers <US\$300 and color laser AiOs <US\$600, June 2013; for details, see [hp.com/go/officejet](http://hp.com/go/officejet). OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see [hp.com/go/learnaboutsplies](http://hp.com/go/learnaboutsplies).

<sup>2</sup> Based on manufacturer's stated yields. Actual yield varies considerably based on content of printed pages and other factors. For additional information on yield and ink volume: [hp.com/go/learnaboutsplies](http://hp.com/go/learnaboutsplies).

<sup>3</sup> Compares weight of empty cartridge and packaging materials needed for 15,000 pages using highest-capacity cartridges of major in-class competitors' color laser MFPs as of October 2012. Tested by Buyers Lab Inc. For more information, see [hp.com/go/officejet](http://hp.com/go/officejet).

<sup>4</sup> Energy use based on HP testing.

<sup>5</sup> Based on published fastest print speeds for the HP X551dw and X576dw models compared to laser and inkjet color desktop MFPs and printers <\$1000 USD as of May 2014. Validated by Wirth Consulting.org as of May, 2014. For more information, see [hp.com/go/printerspeeds](http://hp.com/go/printerspeeds)

<sup>6</sup> Based on HP internal testing using papers with the ColorLok logo. For details, go to [hp.com/go/printpermanence](http://hp.com/go/printpermanence).

<sup>7</sup> Fade resistance based on paper industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.

<sup>8</sup> Total printing cost estimates based on business customers printing 7,152 pages per year on a single or multifunction device and manufacturer's published product specifications.

<sup>9</sup> Based on 2013 HP commissioned InfoTrends analysis of HP Officejet Pro 200 series and competing laser single and multifunction devices as of February 2013. Prices and specifications subject to change.

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