

Rethink ink



A closer look at inkjet printing in the office



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 IT, it's that the workplace is changing. More than ever, IT needs to meet the demands of a highly distributed workforce that requires access to content and services around the clock and around the globe. And when it's time to print, people expect the highest quality—with printing solutions that are more reliable and cost-effective than ever before. The HP Officejet Pro series delivers.

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 colour printing, the cost savings can be significant. For instance, HP Officejet Pro products boast up to 50% reduction in cost per colour page than competitive laser printers.¹

HP Officejet Pro products are comparable to similarly priced products for page yield and recommended monthly print volume. And optional HP XL ink cartridges put replenishing supplies on a timeline similar to laser counterparts.² Original HP pigment ink cartridges require less packaging than toner cartridges, with up to 50% less packaging waste by weight than colour lasers.³

HP Officejet Pro products also use up to 50% less energy than colour laser printers.⁴

Myth 2: Inkjets just don't perform as well.

HP Officejet Pro products are designed specifically to withstand business-class recommended monthly print volumes and duty cycles. Their unique product design and mechanisms are held to the same rigorous testing and design standards as all our desktop models. And with the HP Officejet Pro X line, you'll also get HP PageWide Technology, which is used in our industrial-grade printing presses. In addition, the input

trays are similar to the highly engineered trays on HP LaserJet printers.

The result? Nearly uninterrupted performance and reliability. They're also speedy, with fast first page out for both black and colour. The HP Officejet Pro X series have even appeared in Guinness World Records as the world's fastest colour desktop printers,⁵ 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 number one at HP, and nobody does it better.

The HP Officejet Pro line delivers professional colour print quality and crisp black text. You'll get high-quality, water-resistant⁶ results that resist fading and smearing⁷—even with highlighter use. Advanced HP engineering ensures printheads last the life of the product and helps eliminate nozzle clogs and dry outs.



HP received the highest numerical Equity Score among printers included in the 2013 Harris Poll EquiTrend® Study. Please go to hp.com for further details.

Myth 4: Inkjets don't have the management or security features IT needs.

Don't let the cost savings and the desktop design fool you. HP Officejet Pros are small but mighty machines designed with the distributed workforce in mind.

HP Officejet Pro X and 200 series printers support multiple printing languages and are compatible with firmware upgrades via award-winning HP Web Jetadmin software. These same devices handle document management workflows and partner solutions for managed print services. And security is managed by the HP Imaging and Printing Security Center, the industry's first policy-based compliance solution for your printing and imaging devices

You'll be able to monitor and manage your printers remotely using HP Web Jetadmin or by proxy using USB. With the HP Embedded Web Server, you can access anyone using a network connected computer over a standard web browser. And like many HP LaserJets, PCL 5, 6 and PS are supported on HP Officejet Pro X and 200 series products.

You'll also get the enhanced security features you need, with data safeguarded either at the device using a firewall, or over the network with SSL/HTTP. You can password enable or disable device features—including wireless, USB, fax colour and copy colour. Then, use the convenient control panel lock when the printer isn't in use.

Myth 5: Inkjets just aren't made for business.

HP Officejet Pro products integrate seamlessly into office printing environments—whether or not they are managed. They even support basic solutions integration for paperless workflows.

Every HP Officejet Pro printer is designed for general office use, with sturdy hardware outside and more resilient firmware inside.

Best yet, HP Officejet Pro X and 200 Series products qualify for HP Managed Print Services contracts—and don't require frequent requalification.

Rethink how you print

With the HP Officejet Pro series, you can get outstanding colour print quality with low cost and a small footprint with low energy consumption. With all the management and security features IT needs, they integrate seamlessly into office environment.

In the world of inkjet printing innovation and IT integration features, HP is a clear leader. This leadership position in computing and services makes HP an obvious choice for workflow integration and content management.

Learn more at hp.com/go/officejetpro

Notes

¹ For HP Officejet Pro X: Cost per page (CPP) claim is based on the majority of colour 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. CPP based on HP 970XL/971XL ink cartridges' estimated street price. For more information, see hp.com/go/learnaboutsupplies.

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. OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see hp.com/go/learnaboutsupplies.

² 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/learnaboutsupplies.

³ 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 hp.com/go/Officejet.

⁴ Energy use based on HP testing. For more information, see wirthconsulting.org

⁵ Based on published fastest print speeds for the HP X551dw and X576dw models compared to laser and inkjet color desktop MFPs <\$1000 USD and color laser printers <\$800 USD validated by wirthconsulting.org Jan. 2013.

⁶ Based on HP internal testing using papers with the ColorLok logo. For details, go to hp.com/go/printpermanence.

⁷ 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.

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