HP Instant Ink

Ink replacement service

Save up to 70% on Ink[1]

Learn

HP Instant Ink is a replacement service with low monthly prices starting at as little as £1.99 per month for 50 pages. Customers can save up to 70% on the cost of Ink[1].

- Pricing by page volume
- Print less: roll over up to 50 unused pages
  Print more: upgrade immediately to the next plan or purchase an additional set of 15 pages for only £1.
- No annual fee and you can change or cancel your plan online anytime without penalty.
- New printers optimised for Instant Ink cartridges that are larger than XL cartridges, so you'll replace them less often.

Learn

Customer benefits

Save up to 70% on ink[1]

- Save up to 70% vs. OEM ink
- Save up to £516 per year[1]
- Lowest cost per page of any colour inkjet printer with HP Instant Ink[3]

Predictable costs with a flat monthly fee

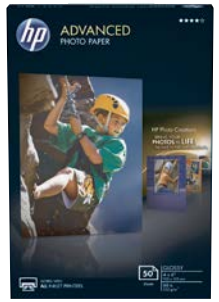
- Monthly fee based on number of pages printed, not amount of ink used
- Print colour, black & white or photos - your cost is the same

Convenience, ordered by your printer, delivered to your door before you run out

- The customer's printer will tell HP when to send more ink so they always have ink before they need it
- Pre-paid recycling envelope included to return used cartridges

Learn

Retailer benefits



Ongoing annuity stream

Increased customer satisfaction

- Lower printing costs = happy customers

More printer sales

- Reason to upgrade an older printer

Opportunity for add-on sales

- An easy way to try photo printing—the only cost is the paper—even A4 photos simply count as one page in your monthly total

HP Instant Ink—ink replacement service

Demo

Customer says: Ink is too expensive!

Customer

The thing that drives me nuts about these printers is how expensive they are to use—ink costs so much.

Retail Sales Associate

I have a solution for you - HP Instant Ink—you simply pay a flat monthly fee for all your printing—as little as £1.99 per month. And with HP Instant Ink you can save up to 70% off the cost of ink.

Demo

Customer says: I don't know how much I print each month.

Customer

Which plan should I pick? I don't know how much I print.

Retail Sales Associate

How to position HP Instant Ink:
No worries: start with the plan you think is best and adjust it based on your actual printing. You check how much you print through your online dashboard. There is no annual fee and you can always change or cancel your plan online without penalty.

Demo

Customer says: I hate running out of ink!

Customer

One thing I hate is running out of ink when i'm printing something important.

Retail Sales Associate

I have a solution for you - HP Instant Ink. Once you activate the service, your printer will tell HP when you're low on ink. You won't run out of ink again! And the best part? You pay a low monthly fee for all your printing, starting at £1.99 a month and you receive your ink before you run out.

Supported printers

Eligible HP Printers

HP DeskJet 3630 series

HP ENVY 4500 series
HP ENVY 4520 series
HP ENVY 5530 series
HP ENVY 5540 series
HP ENVY 5640 series
HP ENVY 7640 series

HP OfficeJet 3830 series
HP OfficeJet 4630 series
HP OfficeJet 4650 series
HP OfficeJet 5740 series

HP OfficeJet Pro 6830 series
HP OfficeJet Pro 8610 series
HP OfficeJet Pro 8620 series

Savings per year[1]

See how much you can save with an HP Instant Ink plan

	Occasional printing plan	Moderate printing plan	Frequent printing plan
	£1.99/month For 50 pages per month	£3.49/month For 100 pages per month	£7.99/month For 300 pages per month
Print less?	Roll over up to 50 unused pages[4]	Roll over up to 100 unused pages[4]	Roll over up to 300 unused pages[4]
Print more?	You can upgrade immediately to the next plan or automatically purchase an additional set of 15 pages for £1.[5]	You can upgrade immediately to the next plan or automatically purchase an additional set of 20 pages for £1.[5]	Each additional set of 25 pages is just £1.[5]
With HP Instant Ink	£24/year	£42/year	£96/year
Average cost of selected OEM ink	£102/year	£204/year	£612/year
Yearly savings[1]	£78	£162	£516

You'll replace cartridges less often.
Our cartridges have more ink than standard HP ink cartridges, and the same cartridge will work for any plan.

Recommend

Remind your customer to enrol in Instant Ink as soon as they get home

Remind customer: "You should enrol immediately on the HP Instant Ink program as that will trigger your welcome kit containing your first set of HP Instant Ink cartridges so you have these ready for when you are low on ink. Your service won't start until you insert your first Instant Ink cartridge and then you won't be charged until 30 days after that."

And, with not extra cost for printing photos, **photo paper is a great attach.**

[1] Savings based on HP Instant Ink service plan price for 12 months and use of all pages in plan without purchase of additional sets of pages compared to an average cost per page (CPP) to print ISO/IEC 24711 pages on a selection of colour inkjet printers less than £200 using standard capacity cartridges as reported by IDC in Q4 2014. Survey based upon indicative manufacturers supplies pricing as reported by Gfk as of December 2014 and page yield listed on original manufacturer website as of 13th March 2015. For further details please refer to hp.com/go/ukcompare. All prices include VAT. ISO yield based on continuous printing in default mode. Actual savings may vary depending on number of pages actually printed per month and content of pages printed. For more information on ISO standards: hp.com/go/pageyield.

[2] Subject to availability. Ordered by your printer when needed. Express deliveries available via Support Services at hp.com/go/instantinksupport or by calling 0207 660 0596 if you use more ink than anticipated.

[3] A full list of current eligible printers can be found at hpinstantink.co.uk. Printers require direct connection to the internet for program participation. Internet access sold separately.

[4] Rollover allows unused pages in a month to be placed in a rollover account and then applied to pages in excess of your monthly allowance. The rollover account balance is limited to a maximum of your monthly service plan pages (e.g: £1.99 plan 50 pages = 50 pages rollover maximum).

[5] Change or cancel your plan at anytime online. If you decide to cancel your HP Instant Ink plan you can go back to using HP original Standard or XL cartridges. Plan uprades are effective immediately and the charges will be applied retrospectively or in the next billing cycle, depending on user choice. Plan downgrades and cancellations are effective after the last day of the current billing period. For full details go to instantink.hpconnected.com/uk/en/terms.

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