

# Extreme Makeover

## Office Printer Edition

Forget everything you thought you knew about office printers.



HP PageWide Technology can redefine your view of office printing, setting a new standard for environmental and business performance.

Does your print environment need a brand new look?  
Here's how you know...

**Wasteful**

"I feel like my printer wastes a lot of energy and paper."

**Unreliable**

"I can't get the prints when I want them. The technology is too slow."

**Costly**

"We spend a lot on printing. Energy and supplies are expensive."



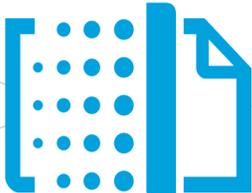
It's time to change the face of office printing – with HP innovation.

HP PageWide Technology heralds a new generation of business printers. And a whole new outlook on printing.

The best of inkjet  
(high quality, low costs)



The best of laser  
(speed, reliability)



HP PageWide Technology

The best environmental credentials of any HP printing platform in its class

With HP PageWide Technology, you can:

Reduce your organisation's environmental impact.

According to a third-party analysis, business printers using HP PageWide Technology...

Can reduce the carbon footprint of printing by up to

**55%**<sup>1</sup>



**189 litres**

... saving the carbon equivalent of 189 litres of petrol per printer per 100,000 pages<sup>1</sup>

Use up to **84%** less energy than laser printers<sup>2</sup>



**£2.44 per year**

... and pay as low as £2.44 per year in energy costs – less than 40% the cost of powering an 18-watt bulb<sup>3</sup>

Generate up to **94%** less supplies and packaging waste than comparable lasers<sup>4</sup>



**23 kilos**

... removing as much as 23 kilos from traditional waste streams each year vs. laser competitors<sup>4</sup>

Lower printing costs and improve performance.

Printers using HP PageWide Technology offer:

Up to 2x faster print speeds than laser<sup>5</sup>



More pages between cartridge replacements<sup>6</sup>



Up to 50% lower costs per page than laser<sup>7</sup>

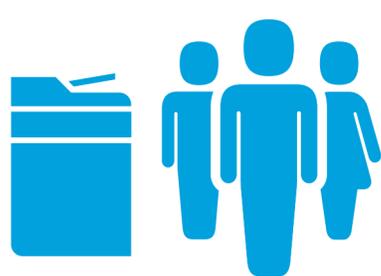


More efficient mobile printing, using your smartphone or tablet<sup>8</sup>



Finally, a makeover that matters.

HP PageWide Technology puts your print environment in a whole new light.



"We're saving money on every page we print."

"We're using the industry's most energy-efficient business printer."

"I can print from my mobile device virtually wherever and whenever I want."

"I'm never disappointed. It's fast and just keeps printing."

With HP PageWide Technology, you'll never look at printing the same way.



HP OfficeJet Pro X series MFPs



HP OfficeJet Enterprise X series MFPs

To find out more about this ground-breaking technology, see

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



<sup>1</sup> Carbon dioxide equivalent (CO<sub>2</sub>e) savings of the average lifetime use of printing 100,000 pages using an HP OfficeJet Pro X576dn compared with the HP Colour LaserJet Pro M476dn MFP. The HP OfficeJet Enterprise X585dn reduces the carbon footprint of printing by 36.5% compared with the HP LaserJet Enterprise Colour M575dn, saving the carbon equivalent of 132 litres of petrol per printer per 100,000 pages, based on CO<sub>2</sub>e savings of the average lifetime use of printing 100,000 pages. Peer-reviewed life cycle assessment models commissioned by HP and conducted by PE International for inkjet (September 2013) and LaserJet (September 2014) printing. Greenhouse gas equivalencies based on the U.S. EPA Greenhouse Gas Equivalencies Calculator. Specific results run by HP internal LCA experts.

<sup>2</sup> Based on internal research, the HP OfficeJet Enterprise X series while printing requires up to 80 watts to print. The weighted average for competing devices is 508 watts. Energy claim based on testing comparisons of major competitors in default modes by Buyers Lab Inc., March 2014. Internal testing reveals the HP OfficeJet Pro X series uses up to 50% less energy compared with the majority of colour laser MFPs <£658 GBP and colour laser printers <£526 GBP as of August 2012.

<sup>3</sup> Internal testing reveals the HP OfficeJet Pro X consumes 0.60 kWh/week of power each week. At 7 pence per kWh multiplied by 52 weeks, the annual cost rounds down to £2.31 GBP. <http://energy.gov/energysaver/articles/estimating-appliance-and-home-electronic-energy-use> and <http://www.eia.gov/tools/faqs/faq.cfm?id=97&t=3>.

<sup>4</sup> The HP OfficeJet Pro X576dn generates up to 94% less waste per 15,000 pages compared with major in-class competitors' colour laser MFPs <£658 GBP and colour laser printers <£526 GBP as of July 2014. Tested by Buyers Lab Inc. The HP OfficeJet Enterprise X585dn generates up to 90% less waste compared with the majority of colour laser MFPs <£1,975 GBP based on market share as reported by IDC as of Q3 2013.

<sup>5</sup> HP OfficeJet Pro X series. Comparison based on manufacturers' published specifications of fastest available colour mode (as of August 2013) and includes colour laser MFPs <£658 GBP and colour laser printers <£526 GBP available August 2013 based on market share as reported by IDC as of Q2 2013 and HP internal testing of printer in fastest available colour mode (sample four-page document tested from ISO 24734). For more information, see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>6</sup> Page volume based on HP 980 Black Original Ink Cartridge, specific to HP OfficeJet Enterprise X series.

<sup>7</sup> HP OfficeJet Enterprise X only. Cost-per-page (CPP) claim is based on the majority of colour laser MFPs <£1,975 as of December 2013, based on market share as reported by IDC as of Q3 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. Details are available at [hp.com/go/officejet](http://hp.com/go/officejet). CPP based on HP 980A ink cartridges' estimated street price. Additional information available at [hp.com/go/learnaboutsups](http://hp.com/go/learnaboutsups).

<sup>8</sup> Mobile device needs to be connected directly to the WiFi network of a wireless-direct capable MFP prior to printing. Depending on mobile device, an app or driver may also be required. Wireless performance is dependent on physical environment and distance from the access point in the MFP. For details, see [hp.com/go/wirelessprinting](http://hp.com/go/wirelessprinting).