

Cost per page with HP Instant Ink compared to Cost per page for colour inkjet printers using original standard capacity cartridges^{1,6}



| Manufacturer | Model name | Total Cost per page (CMYK) |
|--------------|---------------------------|----------------------------|
| CANON | PIXMA IP7250 | £ 0,14 |
| CANON | PIXMA MG2450 | £ 0,16 |
| CANON | PIXMA MG2950 | £ 0,16 |
| CANON | PIXMA MG3650 | £ 0,18 |
| CANON | PIXMA MG4250 | £ 0,18 |
| CANON | PIXMA MG5750 | £ 0,14 |
| CANON | PIXMA MG7750 | £ 0,17 |
| EPSON | EXPRESSION HOME XP-235 | £ 0,17 |
| EPSON | EXPRESSION HOME XP-332 | £ 0,17 |
| EPSON | EXPRESSION HOME XP-335 | £ 0,17 |
| EPSON | EXPRESSION HOME XP-432 | £ 0,17 |
| EPSON | EXPRESSION PREMIUM XP-635 | £ 0,19 |
| EPSON | WORKFORCE WF-2630WF | £ 0,17 |
| HP | DESKJET 2130 | £ 0,12 |
| HP | DESKJET 3630 | £ 0,12 |
| HP | DESKJET 3632 | £ 0,12 |
| HP | DESKJET 3755 | £ 0,19 |
| HP | ENVY 4500 | £ 0,12 |
| HP | ENVY 4508 | £ 0,12 |
| HP | ENVY 4520 | £ 0,12 |
| HP | ENVY 4522 | £ 0,12 |
| HP | ENVY 4524 | £ 0,12 |
| HP | ENVY 5530 | £ 0,12 |
| HP | ENVY 5542 | £ 0,13 |
| HP | ENVY 5640 | £ 0,13 |
| HP | OFFICEJET 3830 | £ 0,12 |
| HP | OFFICEJET PRO 6830 | £ 0,09 |

| HP Instant Ink | Total Cost per page (CMYK) |
|----------------|----------------------------|
| 50 page plan | £ 0,04 |
| 100 page plan | £ 0,03 |
| 300 page plan | £ 0,03 |

¹ Based on HP Instant Ink service 300 page plan (savings for other plans will be lower). Based on use of all pages in plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 24711 pages on market majority of color inkjet printers less than £200 using original standard capacity cartridges as reported by IDC in Q2 2016. Survey based upon indicative manufacturers' supplies pricing as reported by SPIRE as of September 2016 and page yield listed on manufacturers' website as of September 2016. 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.

⁶ Savings based on HP Instant Ink service annual cost for each page plan without purchase of additional sets of pages compared to the average annual cost of the market majority of colour inkjet printers less than £200 as reported by IDC in Q2 2016 using original standard capacity cartridges to print the same number of pages for each page plan (50, 100 or 300 per month per 12 months) based on their average cost per page (CPP). Cost per page based upon indicative manufacturers' supplies pricing as reported by SPIRE as of September 2016 and page yield listed on manufacturers' website as of September 2016. For further details please refer to hp.com/go/ukcompare. All prices include VAT. 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.