

# Z-series Sales Tools - Reference Guide

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## Sales tools

### 1. Brochures:

- Z- Series Toolkit [PDF](#) | [Power Point](#)
- HP Large-format portfolio brochure - [EMEA](#) | [AMS](#) | [APJ](#)
- 8 pages Z6 & Z9+ brochure - [EMEA](#) | [AMS](#) | [APJ](#)
- Large-format Retail brochure - [EMEA](#) | [AMS](#) | [APJ](#)

### 2. Data sheets:

- [HP DesignJet Z9+ PostScript Printer series](#)
- [HP DesignJet Z6 PostScript Printer series](#)
- [HP Maintenance Kit Replacement Service for DesignJet Printers](#)

### 3. Imagery

- [Demand Generation Images](#)
- Demo plots (in printers)
- [Demo files / print samples](#)
- [Swatchbook images](#)
- Images for V-Trimmer (borderless & panoramic)

### 4. Competitive Tools Portal:

- [3 MIN to Sell](#)
- [TCO](#)
- [Cost per Copy](#)
- [Training Materials](#)

### 5. Business White Paper:

- [HP Pixel Control Tech backgrounder](#) – Technology video [YouTube](#)
- [HP Professional PANTONE Emulation Tech Backgrounder](#)
- V-Trimmer Technology video [YouTube](#)
- HP HDNA Printing Technology video [YouTube](#)

### 6. FAQ – Frequently Asked Questions

### 7. How to demo guide

#### 8. One-pager:

- [Why to upgrade?](#)
- More quality – fewer inks

#### 9. Offline tools

- Gen over gen folder
- Z-series swatchbook
- BMG swatchbook

#### 10. HP Design Jet App

- Download from Google/Microsoft/Apple stores → create new account

**DesignJet APP:** offline sales tool for desktop/mobile/tablet where you can **see** all the product and solutions information for Z6 & Z9+, as well as the resources needed to plan the visit for clients, from technical information to a 360° Virtual Demo, including customer videos and galleries.

- Contains all product information
- You won't be able to download assets or documents
- **Doesn't require Internet connection**
- Multi-platform app for both Android and iOS

**HP Sales Central:** online portal for web where you can **see and download** information and assets contained in the App plus product and promotional images, videos and brochures, as well as creating your custom presentations with the embedded Presentation Builder tool.

- Acts as repository for both sales tools and product information
- You can see and download assets, documents and videos
- **Requires Internet connection**
- Web portal is mobile friendly



## Resources & repositories

### a) [HP Sales Central \(HPSC\)](#)

- Key selling points, assets, SKUs and detailed specifications:
  - o [DesignJet Z6 Assets](#)
  - o [DesignJet Z9+ Assets](#)
- [Presentation Builder](#)
- [Custom Product Catalog](#)

### b) [Asset Hub \(AH\)](#)

### c) [Opal](#)



## Marketing assets

### 1. Messaging:

- Portfolio Source messaging [AH](#)
- Z6 for GIS Source messaging [AH](#)
- Z9+ for PSP Source messaging [AH](#)

### 2. Key visuals:

- Z-series portfolio [AH](#) – co-marketing [AH](#)
- Z6 Printer Series [AH](#) – co-marketing [AH](#)
- Z9+ Printer Series [AH](#) – co-marketing [AH](#)

### 3. eDM:

- Z-series portfolio [AH](#) – co-marketing [AH](#)
- Z6 Printer Series [AH](#) – co-marketing [AH](#)
- Z9+ Printer Series [AH](#) – co-marketing [AH](#)

### 4. Banners:

- Static Z6 [AH](#) – co-marketing version [AH](#)
- Static Z9+ [AH](#) – co-marketing version [AH](#)
- HTML Z6 [AH](#)
- HTML Z9+ [AH](#) – co-marketing version [AH](#)

### 5. eTail Assets:

### 6. Social media posts:

- [Z6 Series](#)
- [Z9+ Series](#)
- GIF (awareness and retargeting)
  - o Z6 Series – Headline1 [AH](#) and 2 [AH](#)
  - o Z9+ Series – Headline1 [AH](#) and 2 [AH](#)
- LinkedIn for GIS for Z6 Series - [Awareness](#) | [Retargeting](#)
- LinkedIn for PSP for Z9+ Series - [Awareness](#) | [Retargeting](#)
- [FESPA](#)

### 7. Photography:

- Product - [Z6 Series](#) | [Z9+ Series](#)
- Usability, accessories and close ups - [Z6 Series](#) | [Z9+ Series](#)
- Enviro:
  - o Z6 GIS – Asset1 [AH](#), Asset2 [AH](#), Asset3 [AH](#)
  - o Z9+ PSP [AH](#)
- Application enviro for GIS, Retail, PSP and Creatives [AH](#)

### 8. Product videos:

- HP DesignJet Z6 & Z9+ Printer Series (1 min) [AH](#) | [YouTube](#)
- HP DesignJet Z6 & Z9+ Printer Series (15 min) [AH](#) | [YouTube](#)
- Z6 Series for GIS [AH](#) | [YouTube](#)
- Z9+ Series for PSP [AH](#) | [YouTube](#)