

# SMB Printing and Web Solutions

## More Professional Results for Less Cost and Energy

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*hit* **PRINT**



# Two compelling value propositions

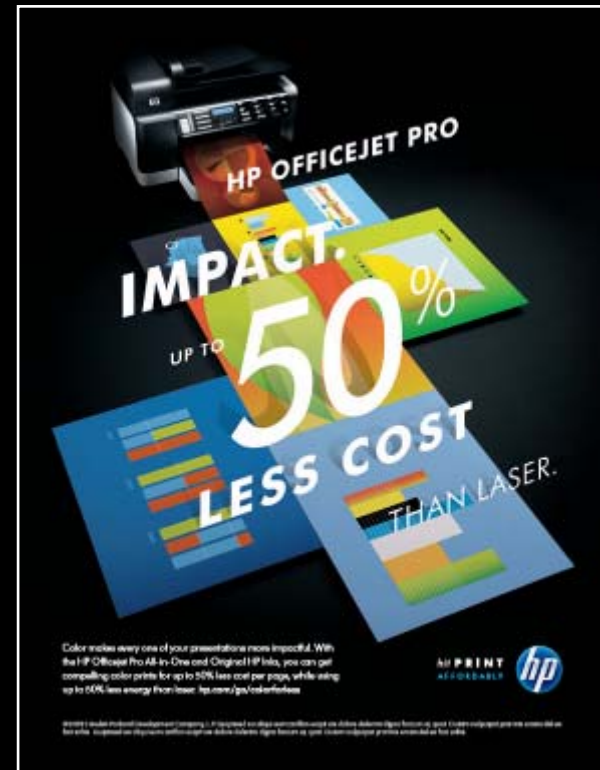
## HP LaserJet

Uncompromising professional  
quality print solutions



## HP Officejet Pro

Professional color documents for  
up to 50% less cost/energy than  
laser



# Introducing new Officejet Pro Series

Offers up to 50% CPP and energy savings over comparable lasers

## **HP Officejet Pro 8500 All-in-One**



## **HP Officejet Pro 8000 Printer**



Breakthrough combination of print speed, quality and  
advanced document-management features  
at half the operating cost of lasers

# Officejet Pro 8500 features

- Industry's fastest laser-comparable speeds:
  - up to 15 ppm black and 11 ppm color
- Improved fade and water resistance with new pigment-based inks
- Highest yield supplies of up to 2,200 pages
- Digital fax archive and enhanced direct digital filing, including scan- and fax-to-email
- Intuitive touchscreen LCD and wireless networking
- Smaller overall size than previous models






# New HP Officejet 6500 AiO Series





Offers up to 40% CPP and energy savings over comparable lasers



First entry-level Officejet Series with laser-comparable  
print speed and individual ink cartridges

# HP Officejet delivers lowest cost per page

SF Printers:	HP inkjet	Samsung laser	Dell laser
			
Model	HP Officejet Pro 8000	CLP-315	1320C
Price – US \$	\$149	\$194	\$249
Cost per page US¢ K/CMYK*	1.6 ¢	3.8 ¢	3.0 ¢
	7.2 ¢	18.5 ¢	14.8 ¢

MFP/AiO Models:	HP inkjet	HP inkjet	Samsung laser	Dell laser
				
Model	HP Officejet Pro 8500	HP Officejet 6500	CLX-3175FN	2135dn
Price – US \$	\$299	\$149	\$393	\$384
Cost per page US¢ K/CMYK*	1.6 ¢	2.7 ¢	3.8 ¢	2.8 ¢
	7.2 ¢	9.1 ¢	18.5 ¢	14.2 ¢

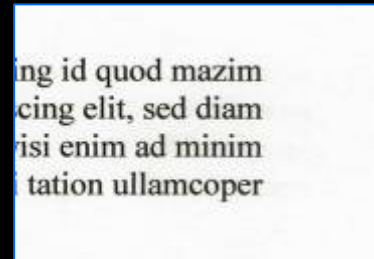
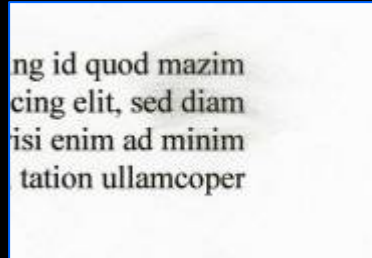


# Improved durability in inkjet

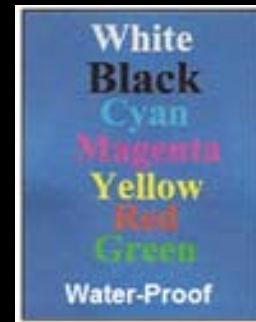
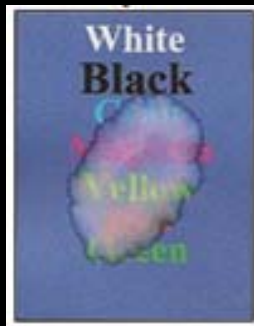
Previous SMB Inkjet

Current SMB Products

Stands up to  
handling and  
dries quickly



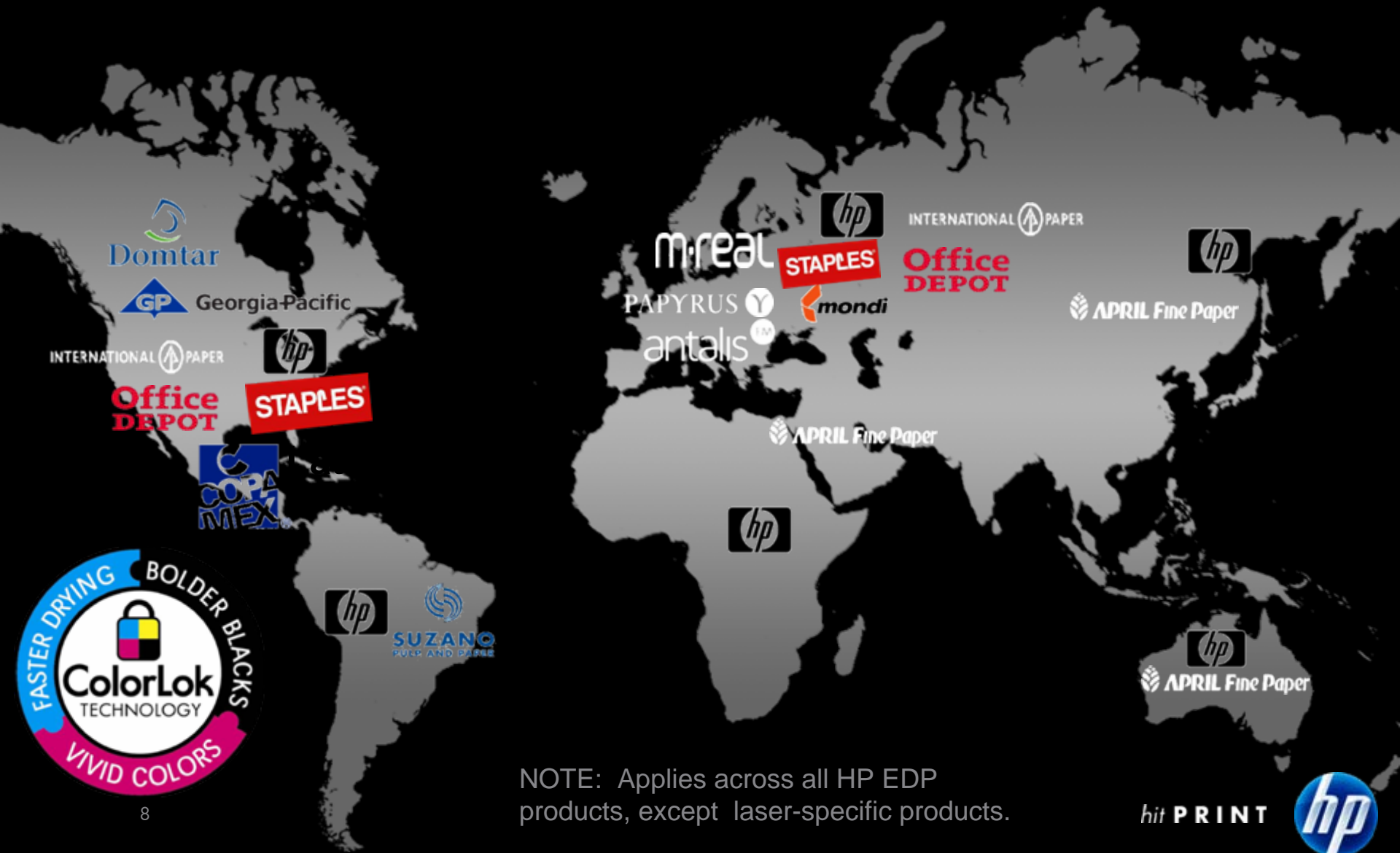
Water  
resistant  
documents  
with 940 ink



Source: HP testing; samples created on ColorLok ® media

# ColorLok® paper program momentum

Available worldwide from 14 major companies



NOTE: Applies across all HP EDP products, except laser-specific products.



# HP inkjet reliability rated “Excellent”

HP OfficeJet Pro 8000 and 8500 both perform flawlessly

## Lab Test Data



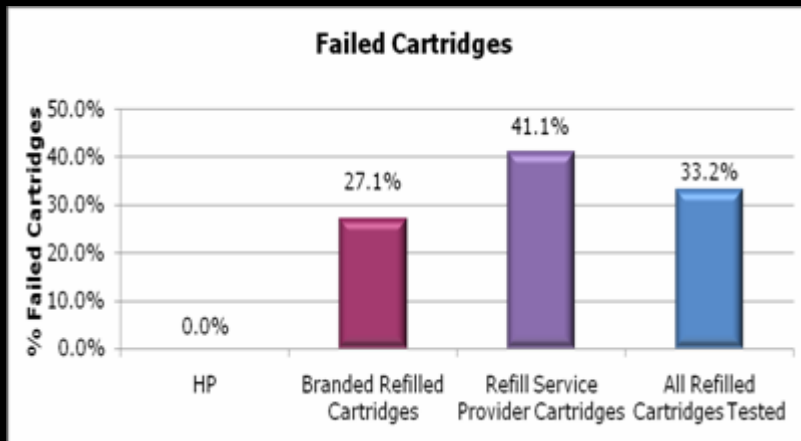
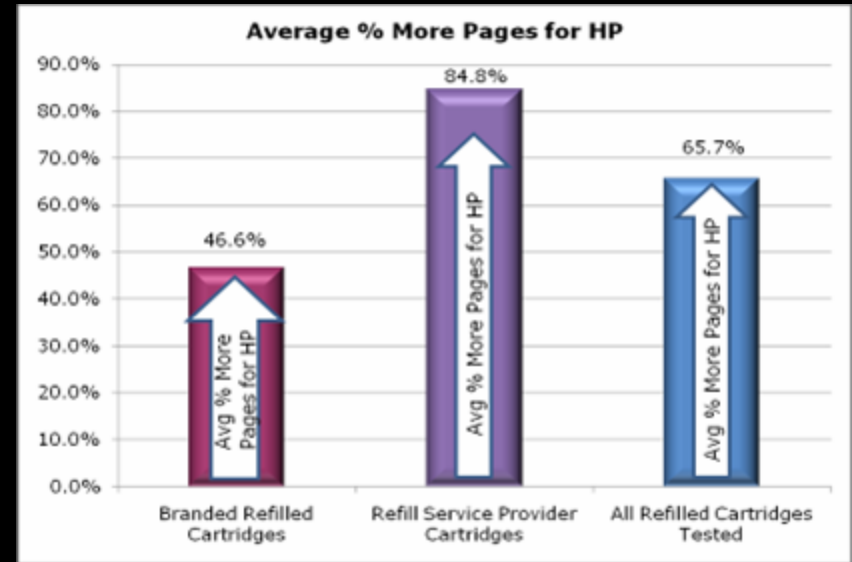
*Total impressions printed: 15,000*



Two units of each model tested for 15,000 impressions (pages) by Buyers Laboratory, Inc., Jan-Feb. 2009

# Proven reliability in Original HP inks

HP cartridges on average, deliver more than **65%** additional pages than refilled cartridges tested.



A recent Quality Logic study shows more than **33%** of refilled ink cartridges tested failed during use or right out of the box.

# New HP Scanjets and Fax

Maximize office productivity



HP 2140 Fax

HP Scanjet 5000  
Sheet-feed Document  
Scanner

HP Scanjet 7000  
Sheet-feed Document  
Scanner

HP Scanjet N6350 Networked  
Flatbed Document Scanner

New scanners deliver fast, reliable scanning  
with robust software suites

New fax machine provides improved memory,  
powerful fax speeds and integrated phone

# Celebrating 25 years of leadership

HP LaserJets continue to be the gold standard for business printing.

- More device uptime with fewer service interventions and consumables than competitive models
- Use up to 50% less power than competitive lasers
- 60% of HP LaserJets are ENERGY STAR® qualified



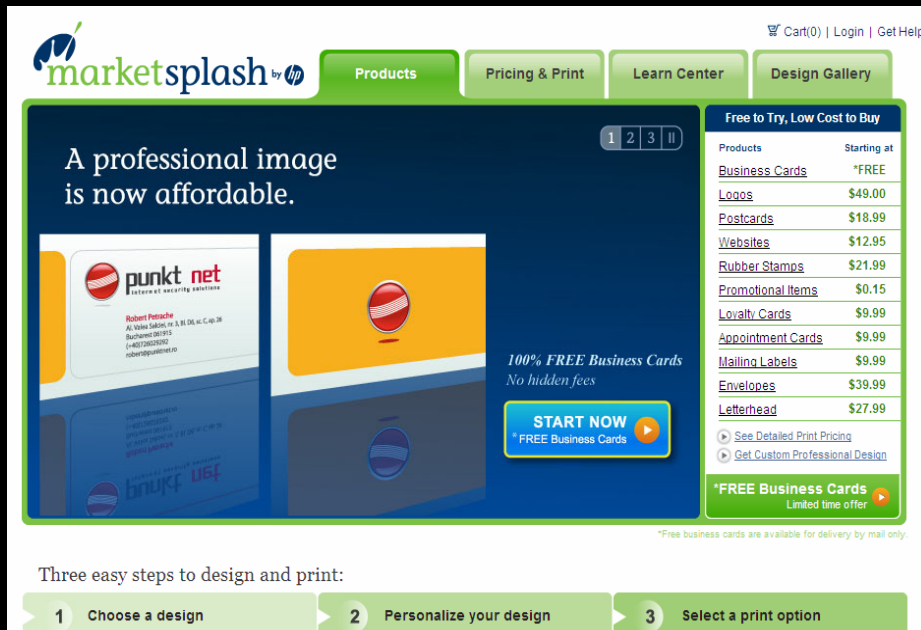
# HP Trade-in and Save Event

- Purchase a qualified HP LaserJet or Officejet Pro 8500/8000 printer and HP will recycle your old printer and give you cash back
- Customers also get a free HP Total Care Access Card
- Available now through December 31<sup>st</sup>, US only



# Web-based marketing services for SMBs

## Create affordable, professional-quality materials



The MarketSplash by HP website features a green header with navigation tabs: Products, Pricing & Print, Learn Center, and Design Gallery. A main banner displays the text "A professional image is now affordable." alongside images of business cards for "punkt net". A sidebar on the right lists products and their starting prices under the heading "Free to Try, Low Cost to Buy".

Products	Starting at
Business Cards	*FREE
Logos	\$49.00
Postcards	\$18.99
Websites	\$12.95
Rubber Stamps	\$21.99
Promotional Items	\$0.15
Loyalty Cards	\$9.99
Appointment Cards	\$9.99
Mailing Labels	\$9.99
Envelopes	\$39.99
Letterhead	\$27.99

Below the table, there are links for "See Detailed Print Pricing" and "Get Custom Professional Design". A "START NOW" button is prominently displayed. A footer note states: "\*Free business cards are available for delivery by mail only."

Three easy steps to design and print:

- 1 Choose a design
- 2 Personalize your design
- 3 Select a print option

MarketSplash by HP



The HP Creative Studio for Business website features a dark blue header with the HP logo and navigation links: HP Creative Studio, For Home, and For Business. A main banner displays the text "Welcome to the Creative Studio for Business. Your company's source for marketing materials and business tools." alongside images of a printer and various marketing materials. A sidebar on the right lists products and their starting prices under the heading "Free to Try, Low Cost to Buy".

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Let's get to work:

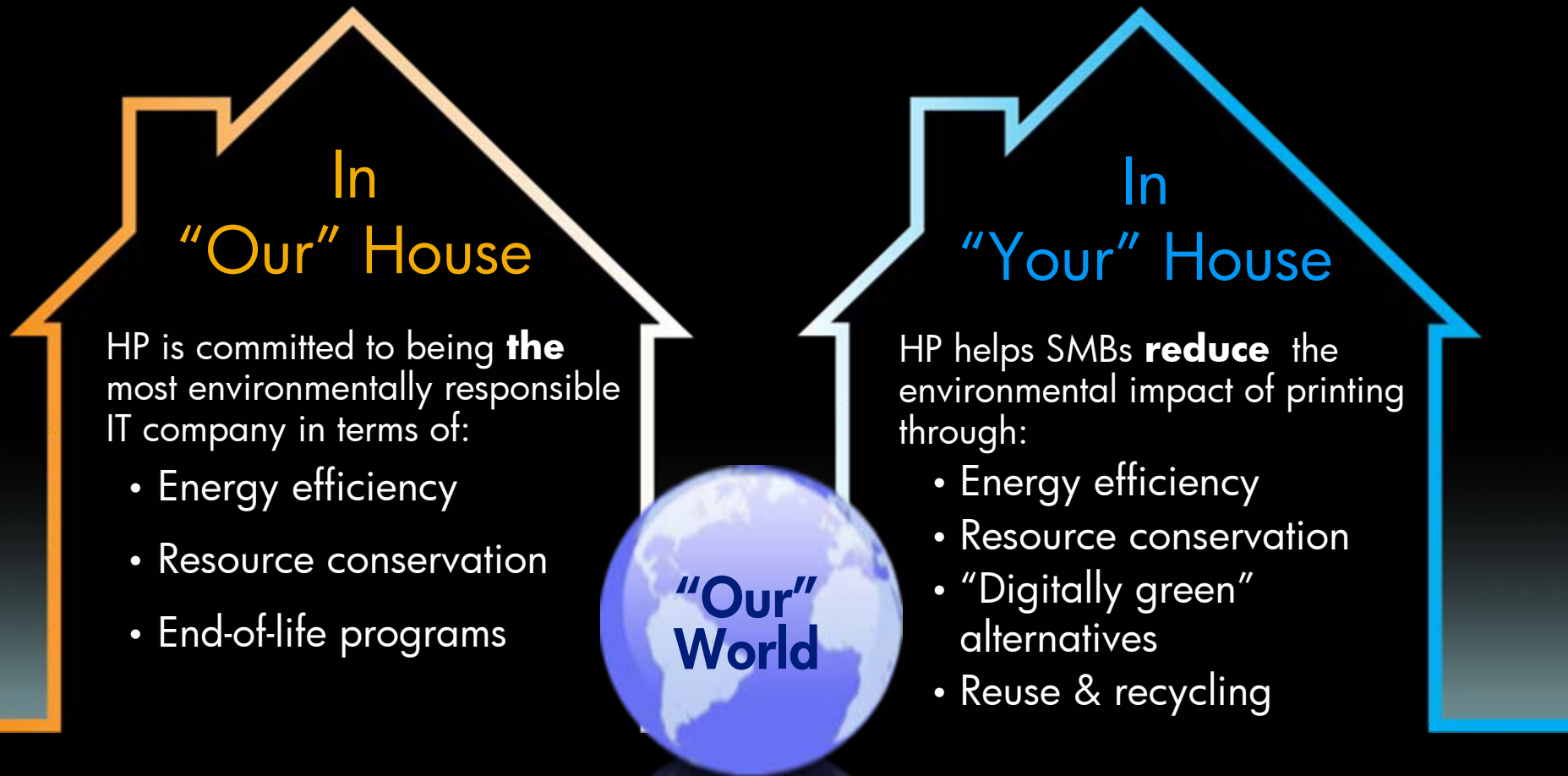
- Create Marketing Materials
- Business Cards & Identity Kits
- Create a Logo
- Postcards & Flyers
- Brochures & Presentation Kits
- Create a Website/Blog
- Materials by Industry & Partner
- Products & Resources
- Quick Browse

HP Creative Studio for Business



# Environmental leadership

## HP Eco Solutions program



Together, we help SMBs save money and reduce the environmental impact of printing.

# HP Total Care

The best overall customer experience



*hit* **PRINT**

