



HP COLOR LASERJET CP1215, CP1515n & CP1518ni vs. BROTHER HL-3040CN & HL-3070CW



HP Color LaserJet CP1215
12 b/w & 8 color ppm (LTR)



Brother HL-3040CN
17 b/w & 17 color ppm (LTR)



HP Color LaserJet CP1518ni
12 b/w & 8 color ppm (LTR)



Brother HL-3070CW
17 b/w & 17 color ppm (LTR)

Significant advantages HP has compared to Brother

Less maintenance — The HP Color LaserJets have zero replacement parts beyond print cartridges vs. 6 components (4 drums + toner waste container + belt unit) for Brother.

No extra cleaning requirements — The HP devices don't require any manual cleaning, whereas Brother users should manually clean 4 LED bars, 4 imaging drums, and 4 corona wires when they replace toner or to resolve print-quality issues.

Better paper handling — HP users will enjoy the fact their device supports up to 58-lb. (220 gsm) HP glossy photo paper in the standard paper trays. Brother users have to manually feed weights greater than 28 lb. (105 gsm) one sheet at a time through the device's manual feed slot, which only accepts weights up to 43 lb. (163 gsm).

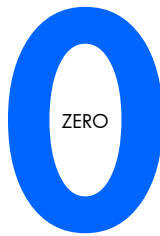
Easier jam clearing — It only takes 3 steps to clear paper jams in these HP Color LaserJets, while Brother users must follow a 14-step process.

Unparalleled print quality — HP's laser imaging and auto print-quality enhancements deliver noticeably superior results compared to Brother's low-resolution LED technology.

More energy efficient — The advanced, fast-heating ceramic element within these HP Color LaserJet's Instant-on fusers consume significantly less energy than the conventional fuser Brother employs.

Enjoy superior ease of use with HP

The simple, trustworthy HP Color LaserJet CP1215, CP1515n, and CP1518ni don't need extra cleaning, but Brother's HL-3040CN and HL-3070CW do. HP users don't have to remove parts to clear paper jams either, while Brother users must remove the four print cartridge assemblies.



Components requiring manual cleaning

HP Color LaserJet CP1215, CP1515n & CP1518ni

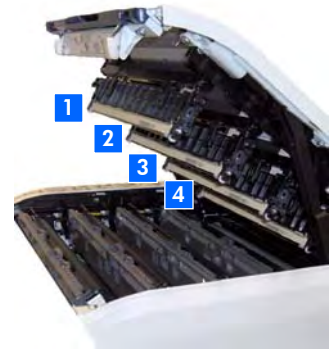
vs.



4 drums



4 corona wires

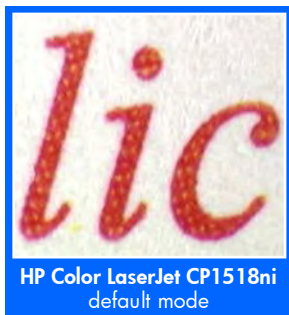


4 LED bars

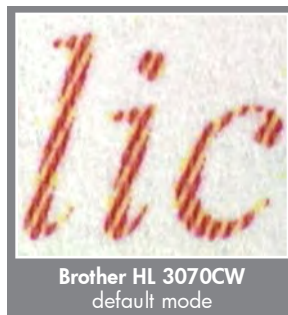
Brother HL-3040CN & HL-3070CW

Get great PQ & use less energy with HP

HP laser imaging plus auto enhancements delivered by HP ImageREt technology yield better print quality than Brother's LED imaging. The HP devices also use up to half as much power per year, which can lower your energy costs and reduce your impact on the environment.



HP Color LaserJet CP1518ni
default mode



Brother HL 3070CW
default mode

HP's automatic print-quality enhancements are unmatched by Brother and deliver clearly superior results like more precise halftoning, better contrast, finer details, sharper lines, crisper text, better trapping and color-plane registration, and more uniform solid fills.

