



# HP LASERJET PRO CP1525NW & CM1415FNW vs. BROTHER HL-3070CW & MFC-9120CN



HP LaserJet Pro CP1525nw  
Up to 12/8 ppm\*  
(b&w/color)



HP LaserJet Pro CM1415fnw  
Up to 12/8 ppm\*  
(b&w/color)



Brother HL-3070CW  
Up to 17/17 ppm\*  
(b&w/color)



Brother MFC-9120CN  
Up to 17/17 ppm\*  
(b&w/color)

## Significant advantages of HP Color Printers compared to Brother

**Superior print quality** — HP's ImageREt technology and advanced ColorSphere toner deliver noticeably superior results compared to Brother.<sup>1</sup> HP's output truly replicates print-shop quality, giving users the advantage of saving time and expense from reprints or from outsourcing.<sup>1</sup>

**Superior ease of use\*** — HP's design offers fewer consumables to replace and maintain, simple intuitive print drivers and a broader range of media support, while Brother's design requires more maintenance and intervention. In addition HP's ePrint technology offers the freedom to print anytime, anywhere, using a mobile device.<sup>2</sup> With the CM1415, there is the added convenience of a 3.5 inch color touch-screen control panel letting users access the web directly and get useful apps for printing forms, archiving and reading news without a PC.<sup>3</sup>

**Use less energy with HP** — HP's advanced, fast-heating Instant-on Fuser consumes significantly less energy (and warms up faster) than the Brother's conventional fuser.<sup>4</sup>

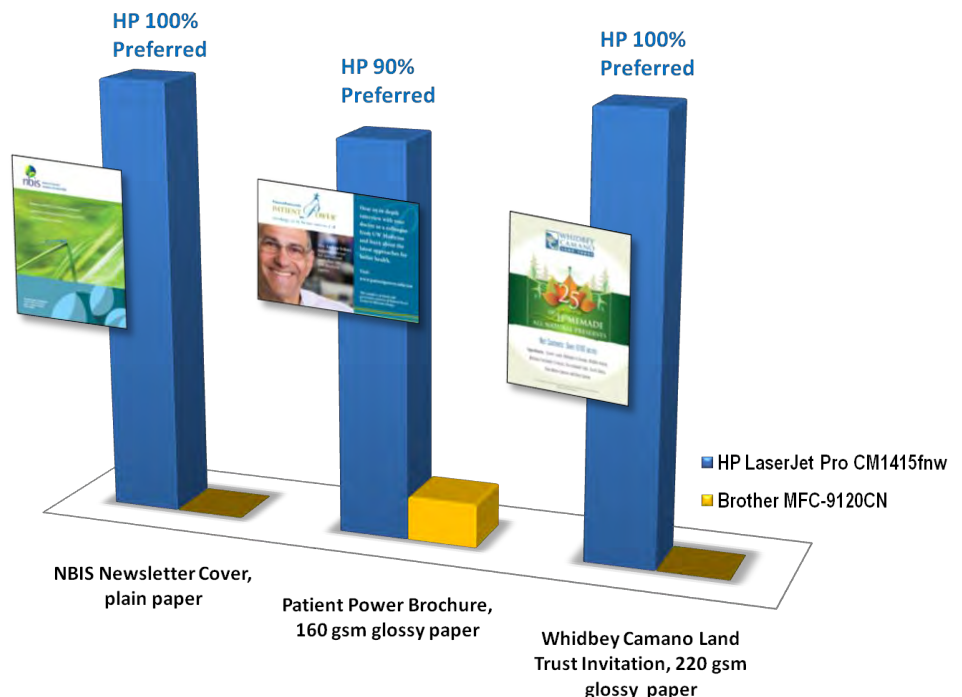
## HP Offers Superior, Professional Print Quality From Your Desktop

*In BLI's print quality test, reviewers overwhelmingly selected HP's printed output as preferred over the competition.<sup>1</sup>*

*Reviewers said . . . . .*

*HP's output has "Bright, more intense colors; crisp, clean text; better separation between colors."*

*HP's "Deep green comes to life; brings message alive; white text is easy to read."*



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1. BLI conducted a paired comparison print quality psychometric test commissioned by HP, August 2010. Three marketing collateral pieces were printed on each device per the manufacturer's recommended best settings. Unlabeled prints were presented, one pair at a time (i.e. one HP and one Brother print) per marketing collateral piece, in a controlled viewing environment to one reviewer at a time (10 reviewers in total). Reviewers were asked to choose their preferred sample and also indicate if the samples were suitable to be sent to customers. Since the MFPs share a print engine with the single function printers, print quality is expected to be comparable on the printer only models. \*Note: Data regarding features and capabilities obtained from manufacturer specifications and documentation.



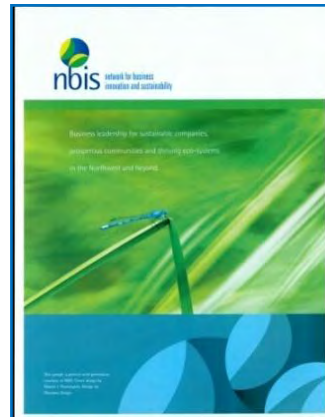
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## Consistently Superior Output From First Print To Last Saves Time and Money

Based on BLI testing, HP came out the clear winner for superior print quality and consistency.

When a panel of reviewers were shown HP's print sample, 100% felt HP's output was professional quality suitable to send to external customers. When the Brother print sample was shown, only 10% of the reviewers said the output was acceptable for external use.<sup>1</sup>

In a separate review, BLI technicians evaluated both HP and Brother print runs for consistency to determine the number of pages needing to be reprinted. BLI determined 100% of Brother's output would need to be reprinted while HP's print quality was consistent and required no reprinting.<sup>1</sup> More consistent output means HP gets it right the first time.



**HP LJ Pro CM1415fnw\*\***  
Scan of Whole Page  
Multiple reviewers noted vibrant, smooth colors.



**Brother MFC-9120CN\*\***  
Scan of Whole Page  
Multiple reviewers noted banding and dull colors.

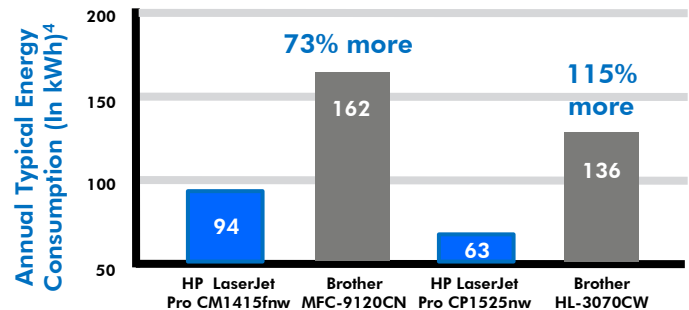
## Superior Ease of Use\*

- HP's ePrint mobile printing lets you easily print e-mails, business materials and more, directly to your HP printer from virtually anywhere.<sup>2</sup>
- The CM1415fnw has a 3.5 inch color touch-screen interface allowing users to access and print useful business apps from the web without a PC.<sup>3</sup>
- 12 components inside of the Brother device require cleaning to maintain print quality as well as to resolve print quality problems unlike HP which requires no cleaning to maintain print quality.
- To print on media heavier than 28 lb, Brother recommends feeding paper 1 sheet at a time via the manual tray. HP's standard trays automatically feed up to 43 lb plain paper or 59 lb HP laser glossy media.

Does your printing solution allow you to...	HP LJ Pro CP1525nw/CM1415fnw	Brother HL-3040/70 & MFC-9120/9320; DCP-9010
Print from anywhere using any intranet or e-mail capable device? <sup>1</sup>	✓	✗
Access the web directly from touch-screen interface? <sup>3</sup>	✓ (CM1415)	✗
Easily replace consumables requiring no replacement parts beyond toner?	✓	✗
Maintain optimum print quality without manually cleaning internal components?	✓	✗
Clear paper jams without removing toner/drums?	✓	✗
Feed heavy media >28 lb automatically from paper tray?	✓	✗

## Use less energy with HP

The advanced, fast-heating ceramic element within HP's Instant-on Fuser consumes far less power than their Brother counterparts. Using less power per year, can lower your energy costs and reduce your impact on the environment.<sup>4</sup>



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