

HP Officejet Pro and Officejet all-in-ones

Professional, affordable color printing for small offices.



HP Officejet Pro and Officejet Vs. Lexmark Vizix SMB Line



HP Officejet Pro and Officejet advantages

When compared head-to-head with Lexmark, HP offers the lowest overall cost-per-page. HP Officejet Pro offers a unique combination of low cost per page, professional print quality with all-pigment ink, speed and office productivity features making it the ideal product for businesses needing an all-in-one device for small work teams. Lexmark Pro805, Pro901 and Pro905 may superficially seem like comparable products, but they are in a lower category of printing device than HP Officejet Pro. Lexmark's campaign claim is limited to black printing only, and color printer owners also print color pages.

HP Officejet Pro 8500 all-in-one delivers:

- Professional color documents for up to 50% less cost per page and energy use than lasers.¹
- The best combination of print quality, speed and cost per page – period.²
- Professional black and color documents – with the fastest color speeds.²
- Lowest overall cost per page and highest-yield supplies of up to 2,200 pages.^{7,9}

HP Officejet 6500 Wireless all-in-one delivers:

Professional color documents for the lowest cost per page vs. in-class inkjets⁴ and fast, wireless all-in-one productivity with comprehensive, easy-to-use workflow tools.



Lexmark's claim of "lowest black ink cost/1¢ per page black"⁵

Lexmark offers a special black 105XL return program cartridge which is compatible only with their highest end models, the Pro805, Pro901 & Pro905. You'll notice that Lexmark makes no comments about their color cost per page (CPP), which is very high. When printing mixed text and color documents, Lexmark's best-case color CPP is 27% more expensive than the Officejet Pro 8500. HP offers a better option at every price point.

The low-color-CPP advantage for the HP Officejet Pro 8500 easily offsets the potential mono savings of Lexmark Pro805/901/905. To save money using these high-end Lexmark devices, a customer would need to print 83% monochrome pages and 17% color pages (5 black pages for every color page). This mono/color printing mix is very unrealistic for Small Business customers.⁶

If the special Lexmark 105XL cartridge is unavailable, the OJP color CPP advantage is huge – 48% less expensive. This 105XL cartridge may be priced higher than \$4.99 MSRP or have additional costs added such as shipping expense.

Customers looking for the best overall cost-per-page performance in a business class printer should consider the HP Officejet Pro 8500, which offers lower mixed text and color CPP than the Lexmark Pro805/901/905. The color CPP on other Lexmark models is very high, when compared to the Officejet 6500 AIO series, which delivers 34% savings.

<i>SMB Color Cost-Per-Page CMYK, Largest-Available Supplies</i>	
HP Officejet Pro 8500 ^{7,9}	7.2¢
Lexmark Pro805/Pro901/Pro905 ⁵	9.9¢
HP Officejet 6500 ^{8,9}	9.1¢
Other Lexmark SMB line products ⁵	13.9¢

High-capacity ink cartridges

Lexmark's new SMB line features new "XL high-fill" ink cartridges, but compared to HP Officejet Pro's 940XL ISO page yield, they are low-fill. High yield supplies lead to lower intervention, which is important to the SMB customer. Compared to the Lexmark Pro805/901/905, OJP 8500 940XL inks deliver a black yield which is an amazing 331% larger and a color page yield that is 133% larger.^{7,9} Compared to the rest of Lexmark's new SMB lineup, the HP Officejet 6500 OJ 920XL inks deliver 135% more black pages and 16% more color pages.^{8,9}

Water-resistant HP 940 Officejet Inks and ColorLok® paper

Lexmark's SMB Vizix inks have dye-based colors which are vulnerable to water damage. Newly formulated HP Officejet 940 pigment inks used in the HP Officejet Pro 8500 are designed for business use, providing water-resistant color documents that are durable, stand up to handling and dry quickly. Output on plain papers with ColorLok® technology resists rain and water spills, so you can handle important documents with confidence.¹⁰ Archived documents retain black text and color quality for decades.¹¹

Lexmark SmartSolutions web-connected touch screen

Four of the Lexmark SMB ink models have web-connected touch screens. Many of Lexmark's SmartSolutions touch screen buttons are product-function shortcuts, such as double-sided copying, not web content applications. Others provide simple access to online photos, calendars and RSS news feeds – many of which can't be printed from the device. Lexmark's SmartSolutions are not user friendly. They must be configured using the web browser on the user's computer. The user has to find the RSS feed address for each photo album or news feed they want to access from the printer's front panel; then enter this information in the web-based SmartSolution setup menu using a new account with special login, and then finally sync these settings to the printer.

Printing from memory card and USB flash drive

Some sales reps mistakenly believe Lexmark can print photos and document formats such as DOC, PDF and XLS directly from the front panel of the device. In reality, only photos can be printed directly from a memory device inserted into the Lexmark front panel. Document file formats open only on the computer using the appropriate software – not from within the Lexmark AiO. This feature is the same as HP Officejet Pro and Officejet, so Lexmark does not have a special advantage.

Print speed

HP Officejet Pro 8500 leads the Lexmark SMB line with faster ISO normal laser-comparable print speeds of up to 15 ipm mono. ISO normal speed is 11 ipm for color and as fast as 15 seconds black / 15 seconds color first page out speed.¹² Lexmark's best-case ISO speed is noticeably slower at 10.4/6.6 ipm with speeds in the second-paper-tray models slower at only 10.2/6.2 ipm. HP Officejet 6500 has faster color speed than Lexmark at up to 7/7 ipm and as fast as 20 seconds black / 21 seconds color first page out speed.¹²

Individual ink tanks (IITs)

Lexmark just released its first product line with IITs in Fall 2009, but HP has delivered this feature to our customers for more than 10 years.

Famous HP reliability

HP Officejet Pro 8500 has a higher duty cycle of up to 15,000 pages a month compared to only 10,000 pages from Lexmark. Also the HP Officejet Pro 8500 has been tested by third party lab BLI and certified as an "excellent, highly reliable" product" at this duty cycle.

Superior productivity from HP

- Lexmark XL black/color page yield of 510/600 pages is much smaller compared to Officejet/Pro's higher XL page yield that is on-par with laser at 2200/1400 pages for OJP^{7,9} and 1200/700 pages for OJ.^{8,9} HP's high-capacity optional ink cartridges reduce user intervention and are more convenient.
- Except for one of the high end products, Lexmark has a smaller paper input tray capacity of only 100 -150 pages compared to Officejet Pro which reduces user intervention with a larger capacity paper tray of up to 250 pages.

HP Is A Better Solution for the Environment

- In terms of energy efficiency, HP leads in shipments of ENERGY STAR® printers. In 2008, HP shipped more than 25 million ES Qualified printers, at least 3 million more than the nearest competitor's TOTAL printer shipments (Lexmark is not even on the top 5 list for printer shipments).
- Officejet/Pro ships with leading environmental features such as Smart Web Printing to save paper when printing Web pages, Eco Highlights Labels to provide easy-to-understand environmental information about our printers, and a Carbon Footprint Calculator to help customers determine their environmental impact.

Additional HP Advantages

- In 2010 SpencerLab found HP has the best overall print and copy quality from the devices tested. www.spencerlab.com
- In 2009, HP won [PC Magazine's Reader's Choice for service and reliability](#) in the printer category for the 17th time.
- In 2009, BLI has declared OJP 8500 as an "Outstanding Business Inkjet Printer" after an exemplary performance throughout extensive lab testing. www.buyerslab.com
- HP ranked 1st in [Newsweek's 2009 Green Rankings](#) of America's 500 largest companies

For more information:

www.hp.com/officejetpro

www.hp.com/go/officejetprinting

Footnotes

- 1 - Majority of color laser AiOs <\$600, June 2008; for details www.hp.com/go/officejet. OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see www.hp.com/go/learnaboutsupplies. Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.
- 2 - Compared to inkjet printers < \$200 USD and AiOs < \$500 USD from major vendors as of Q208. For details www.hp.com/go/officejet.
- 3 - Compared to inkjet printers <\$200 USD and AiOs with fax <\$500 from major vendors as of Q208. For details, www.hp.com/go/officejet. OJ Pro CPP based on ISO yield for products offered as of March 2009 with highest-capacity cartridges based on continuous printing for color CMYK prints. For details see www.hp.com/go/learnaboutsupplies.
- 4 - Compared to inkjet AiOs with fax <\$200 from major vendors as of Q309. For details, www.hp.com/go/officejet. Excludes HP Officejet Pro AiOs. OJ CPP based on ISO yield of products offered as of November 2009 with highest-capacity cartridges based on continuous printing. For details see www.hp.com/go/learnaboutsupplies.
- 5 - Lexmark Supplies data - Black 105XL \$4.99 MSRP compatible only with Pro805, Pro901 & Pro905, ISO yield 510 pages; Black 100XL, \$24.99 MSRP, ISO yield 510 pages; Cyan 100XL \$17.99, 600 pages; Magenta 100XL \$17.99, 600 pages; Yellow 100XL \$17.99, 600 pages. Cost-per-page based on the above published supplies prices and yields from the Lexmark web sites. http://www.lexmark.com/lexmark/product/home/704/0,6970,204816596_653293766_1363249856_en,00.html?tabId=1
- 6 - See InfoTrends Report commissioned by HP: "New HP Inkjets Change the Game for Small Business: Color at Half the Cost of Laser", 20 Feb 2009 which lists average page volume for North America Small Business of 5 to 19 employees at 288 pages printed a week, with 55% color or 158 pages, and 45% monochrome or 130 pages. PDF posted at: http://www.hp.com/hpinfo/newsroom/press_kits/2009/HPSMBEvent/InfoTrendsReportHPOJPro8X00.pdf
- 7 - Officejet Pro 8500 supplies data - Black 940XL \$35.99 USD MSRP, ISO yield ~2,200 pages; Cyan 940XL \$25.99 MSRP, ISO Yield ~1,400 pages; Magenta 940 XL \$25.99 MSRP, ISO Yield, ~1,400 pages; Yellow 940 XL \$25.99 MSRP, ISO Yield, ~1,400 pages.
- 8 - Officejet 6500 supplies data - Black 920XL \$31.99 USD MSRP, ISO yield ~1,200 pages; Cyan 920XL \$14.99 MSRP, ISO Yield ~700 pages; Magenta 920 XL \$14.99 MSRP, ISO Yield, ~700 pages; Yellow 920 XL \$14.99 MSRP, ISO Yield, ~700 pages.
- 9 - Not included. Please purchase separately. Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. Some ink from included cartridge is used to start up the printer. For details see www.hp.com/go/learnaboutsupplies.
- 10 - Based on HP internal testing, using papers with the ColorLok® logo.
- 11 - Based on HP internal testing using a range of plain papers, including papers with the ColorLok® logo. For details, go to www.hp.com/go/printpermanence
- 12 - For details, see www.hp.com/go/inkjetprinter. Based on ppm measured using ISO/IEC 24734. Standard applies to inkjet and laser products and excludes first set of test documents.

© Copyright 2010 Hewlett-Packard Development Company, LP. The information contained herein is subject to change without notice. The only warranties for HP products and series are set forth in the express warrant statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.