



## HP SPS 45A 10-Pack

### Overview

HP is enabling its Specialty Printing Systems (SPS) industrial original equipment manufacturer (OEM) partners to establish an increased ink supplies revenue stream by offering a new 10-pack of the popular HP SPS 45A thermal inkjet ink cartridges. The 10-pack brings partners additional revenue growth from industry-leading Original HP Supplies used in variety of applications, including mail, transactional/transpromotional and product identification printing. End-users of the ink will also benefit from the quality and reliability of Original HP Supplies available in a more convenient package.

Available exclusively to HP SPS industrial OEM partners that presently use thermal inkjet (TIJ) 2.5 devices, the HP SPS 45A 10-Pack can be purchased from HP in pallet-level quantities. OEM partners can resell the cartridges in their 10-pack configuration – a transaction framework that offers value throughout the supply chain. Partners gain an ink supplies revenue stream in 10-packs that is attractive to volume users, while end-users benefit from the convenience of access to high-quality HP 45A ink delivered by their trusted equipment and ink supplier. The 45A 10-Pack is a complementary ink to the existing black inks offered within the SPS ink portfolio, which includes Versatile Black, Fast Dry Black and 1918 Black.

The 10-packs contain the same high-quality pigment-based aqueous black ink that is sold in HP 51645A black print cartridges. Designed for use on porous media, HP 45A ink can be used in a wide variety of printing devices sold by HP SPS industrial OEM partners and offers a number of benefits, including:

- Light and water resistance
- Good balance of optical density and clog-free performance
- Excellent readability on bar codes and package coding

### Key features and benefits

- Offers HP SPS industrial OEM partners the opportunity to introduce a revenue stream from sales of Original HP supplies
- Pallet-based pricing available exclusively to HP SPS industrial OEM partners<sup>(1)</sup>
- Less handling for OEM partners and end-users to store, track and manage compared to individual cartridges
- Reduced packaging waste in production line environments for end-users
- Outstanding solution for uncoated substrates

### Specifications

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- 170 10-packs per pallet – 1,700 cartridges<sup>(2)</sup>
- 10-pack dimensions (L x W x H): 7.9in x 5.5in x 5.15in (201mm x 140mm x 131mm)
- 10-pack weight: 3.22 lb. (1.46 kg)
- Ink color: black
- Ink type: pigment-based aqueous
- Individual cartridge yield: 930 pages

### **Availability**

The HP SPS 45A 10-Pack is available now to industrial OEM partners in the United States and Canada, and is expected to be available worldwide on Nov. 1, 2008.

<sup>(1)</sup> HP sales of the 10-pack are by the pallet only, and are exclusively for qualified HP SPS industrial OEM partners. Individual HP45A cartridges available as the HP 51645A black print cartridge sold through retail channels.

<sup>(2)</sup> Cartridges not designated for individual sale.

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