



HP Delivers Color to Small Businesses for Improved Marketing Efforts

PALO ALTO, Calif., Sept. 3, 2008 – HP today introduced several imaging and printing solutions to enable small businesses to enjoy the benefits of high-performance color without worrying about the cost of printing black text, while also saving on time, money and energy usage.

The new offerings include two HP Color LaserJet series: the [HP Color LaserJet CP2025 Printer](#) and the [HP Color LaserJet CM2320 MFP \(multi-function printer\)](#), which help customers save more than [50 percent](#) versus a quick printer⁽¹⁾ while enabling on-par pricing to a monochrome HP LaserJet device.⁽²⁾ Other introductions include a toner cartridge dual pack and an offer for brochure finishing equipment.

“Small business customers made it clear to us that they wanted specific features in their printing solutions, including energy-efficient, affordable color devices to help with in-house marketing collateral,” said Rebekah O’Flaherty, vice president, LaserJet and Enterprise Systems, Imaging and Printing, HP. “Today’s introduction delivers on that and builds on HP’s monochrome LaserJet heritage of reliability, superior value and ease of use to help round out HP’s robust portfolio of color LaserJet devices.”

New solutions to help small businesses boost visibility

The new [HP Color LaserJet CP2025 Printer series](#) with HP ColorSphere toner offers vibrant business color printing for micro and small business customers. Users can easily produce professional-quality output with the included [HP Print View software](#) and the HP In-house Marketing Starter Kit. Priced from \$399 to \$599,⁽³⁾ the printer helps customers increase productivity with fast print speeds and optional networking and automatic duplexing capabilities,⁽⁴⁾ while conserving energy with HP’s Instant-on Technology.

The versatile [HP Color LaserJet CM2320 MFP series](#) is designed to help customers develop high-impact marketing materials in-house while conveniently offering print, copy, scan and fax capabilities.⁽⁵⁾ Priced from \$599 to \$899,⁽³⁾ the device also has photo memory card slots to easily create impressive marketing materials with high-quality photos.⁽⁶⁾

The new HP CC530A Black Print Cartridge Dual Pack combines two Original HP LaserJet Black Print Cartridges in one package for an increased value.⁽⁷⁾ Small businesses can also learn more about the environmental attributes of these new ENERGY STAR®-qualified devices by checking the simple-to-read [HP Eco Highlights label](#).

Today’s offerings join HP’s March 2008 introductions – the [HP Color LaserJet](#)

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[CP1515n/CP1518ni](#), [HP Color LaserJet CP1215](#) and [HP Color LaserJet CM1312 MFP series](#) – to round out the company’s portfolio of color devices offering monochrome printing for the same price as in-class monochrome laser printers, making color more affordable than ever.

HP is also partnering with Martin Yale Industries, a U.S. manufacturer of office and mailroom equipment, to provide customers a complete in-house marketing solution. The Martin Yale P7200 RapidFold Desktop Folder enables customers to fold booklets and tri-fold brochures with crisp professional lines, and supports HP’s specialty media. Starting in fall 2008, customers purchasing select HP printers, media and supplies value packs will receive a refreshed HP Business Marketing Design CD, which ships with a special \$50 mail-in rebate for the Martin Yale P7200 RapidFold Desktop Folder. The [Martin Yale promotion](#) is currently available in North America until December 31, 2009.

More information about HP’s new portfolio of color devices is available at www.hp.com/go/affordablecolor.

About HP

HP, the world’s largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26, 2008. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

(1) InfoTrends, “The Cost of Print in the United States: An Analysis of In-House vs. Print Shop Costs,” Aug. 27, 2007.

(2) Compared to the HP LaserJet P2030 Printer series. Assuming customer is printing at least 30 percent of total pages in color with content similar to the color ISO/IEC 19798 test suite (www.iso.org/jtc1/sc28) and an overall average job length of three pages. Yields established using ISO/IEC test standards. Actual yields and costs vary considerably depending on images printed, number of color pages printed or copied and other factors.

(3) Estimated U.S. street price, actual price may vary. Products will begin shipping in mid-September. Availability of specific models will vary by region.

(4) Automatic duplexing is available on the HP Color LaserJet CP2025dn/CP2025x and HP Color LaserJet CM2320fxi/CM2320fxi MFP. Built-in 10/100 networking is available on the HP Color LaserJet CP2025n Printer/CP2025dn/CP2025x and the HP Color LaserJet CM2320 MFP series.

(5) Fax and scan-to-email capabilities are available on the HP Color LaserJet CM2320nf MFP and HP Color LaserJet CM2320fxi.

(6) Photo memory card slots available on the HP Color LaserJet CM2320fxi MFP.

(7) HP CC530A Black Print Cartridge Dual Pack will begin shipping in early 2009.

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