



HP 88 Officejet Brochure Value Pack

Overview

HP continues to offer excellent choice and value with the new HP 88 Officejet Brochure Value Pack, which makes it easy to print professional-quality marketing and promotional materials without leaving the office. The Officejet Brochure Value Pack includes everything needed to create print-shop quality marketing collateral in-house, including: HP 88 Cyan, Magenta and Yellow Officejet Ink Cartridges, fifty 8.5 x 11-inch sheets of HP Brochure and Flyer Paper and a Business Marketing Design CD with free professional design templates and exclusive offers from HP partners.

This offering extends HP's Value Pack lineup, which is designed to offer customers convenient, affordable, versatile and cost-effective printing in the office or at home. Printing in the office with HP Officejet inks, specialty papers and software save small- to medium-size business customers time and money – up to 50 percent compared to print shops⁽¹⁾ – while also allowing them to print professional color documents without having to outsource.

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Key features and benefits

- Printing in the office with HP supplies helps save up to 50 percent compared to print shops while producing high-quality brochures, newsletters and promotional documents.⁽¹⁾
- Create timely, targeted marketing materials on demand and print small quantities affordably.
- Produce professional-quality graphics and photos in professional color, using HP Officejet inks. HP Officejet inks are designed to meet the needs of the business customer including higher ink volume, lower cost per page and faster speeds.
- Exceptional image quality and crisp text and graphics using the included glossy, 180 gsm double-sided, coated HP Brochure and Flyer paper.
- Ensure professional output, using the included Business Marketing Design CD that offers start-to-finish design assistance. More than 100 templates covering 33 types of business from StockLayout®. Create logos with Logoworks, illustrate output with free images from iStockPhoto® and enjoy a free trial of Microsoft® Publisher 2007.
- Enhance productivity with easy supplies management. Receive convenient alerts and easily shop for supplies using HP SureSupply and HP Easy Printer Care.⁽²⁾
- HP provides free, convenient cartridge recycling – HP ensures that all cartridges returned through HP Planet Partners are recycled responsibly.⁽³⁾

Other technical specifications

- Compatible with all HP inkjet printers using HP 88 Officejet Ink Cartridges.

Pricing and availability

Estimated U.S. street price:⁽⁴⁾

- HP 88 Officejet Brochure Pack: \$44.99

Expected to be available in the United States exclusively at Staples in February and widely available in June.

⁽¹⁾ Based on average retail pricing for quantities up to 5,000 pages. Source: InfoTrends' U.S. Cost of Print study. More details available at www.hp.com/go/ihm.

⁽²⁾ Program features and availability may vary by country. More information is available at www.hp.com/learn/suresupply.

⁽³⁾ HP ink cartridge return and recycling is available in 42 countries and territories around the world, covering 88 percent of the addressable market; see www.hp.com/recycle for details.

⁽⁴⁾ Actual prices may vary.

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