



HP Color LaserJet CM1312 MFP series

Overview

The HP Color LaserJet CM1312 MFP (multifunction printer) series is HP's lowest-priced color laser MFP, and is the latest HP Color LaserJet to ship with the enhanced [HP Marketing Resources](#) software and the new HP In-House Marketing Starter Kit. Featuring newly formulated [HP ColorSphere toner](#), the HP Color LaserJet CM1312 MFP produces print-shop quality documents with a wider range of colors, higher gloss and improved photo resolutions to help micro and small businesses who need to take their business documents to the next level. Delivering high quality color output at fast speeds, this easy-to-use print, copy, fax⁽¹⁾ and scan device also features HP Instant-on Technology and Instant-on Copy with LED-based technology to save time and energy.

Key features and benefits

- Affordably incorporate color into the office with the HP Color LaserJet CM1312 MFP series, which offers the same price for a monochrome print as an in-class monochrome LaserJet device.⁽²⁾
- Leverage free HP marketing tools through the HP Marketing Resources software to increase marketing flexibility, save money and customize marketing materials for your target audience.⁽³⁾
- Print, copy, scan and fax⁽¹⁾ from one easy-to-use device, eliminating the expense and space of multiple single-function devices.
- Increase productivity without compromising sharp black text and attention-grabbing color with fast print and copy speeds at up to 12 pages per minute (ppm) black and 8 ppm color.
- Produce a first print and copy more quickly from Powersave mode using HP's Instant-on Technology⁽⁴⁾ and Instant-on Copy with LED-based technology.
- Quickly manage and process multiple stacks of documents with the 50-sheet automatic document feeder,⁽¹⁾ 125-sheet output bin and 150-sheet main input tray.
- Perform complex tasks quickly with a powerful 450 MHz processor and 128 MB device memory in the HP Color LaserJet CM1312 MFP and 160 MB device memory in the HP Color LaserJet CM1312nfi MFP.
- Save time with HP's powerful print management tools, including HP Easy Printer Care Software and HP SureSupply.⁽⁵⁾
- The complimentary HP In-House Marketing Starter Kit includes specialty media samples, discounts to partner offerings and access to a variety of pre-designed

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marketing collateral templates.

- Expand your creativity by printing on the variety of supported media – including glossy paper – in sizes up to 8.5 by 14 inches.

Supported supplies⁽⁶⁾

- HP Color LaserJet CB540A Black Print Cartridge with ColorSphere toner, average yield 2,200 standard pages⁽⁷⁾: \$70.00
- HP Color LaserJet CB541A Cyan Print Cartridge with ColorSphere toner, average composite yield 1,400 standard pages^(7a): \$64.00
- HP Color LaserJet CB542A Yellow Print Cartridge with ColorSphere toner, average composite yield 1,400 standard pages^(7a): \$64.00
- HP Color LaserJet CB543A Magenta Print Cartridge with ColorSphere toner, average composite yield 1,400 standard pages^(7a): \$64.00
- HP Laser Photo Paper 220g, glossy, (100 sheets, 4 x 6-inch): \$14.99
- HP Presentation Paper 130g, glossy (300 sheets, 8.5 x 11-inch): \$12.99
- General purpose papers with the ColorLok Technology logo. Available in all regions.

Pricing and availability⁽⁶⁾

Estimated U.S. street price is \$399 for the HP Color LaserJet CM1312 MFP and \$499 for the HP Color LaserJet CM1312nfi MFP.

The HP LaserJet CM1312 MFP series is expected to be available June 1, 2008 for purchase worldwide.

⁽¹⁾ Fax capabilities and 50-sheet ADF are included on the HP Color LaserJet CM1312nfi MFP model only.

⁽²⁾ Compared to HP LaserJet P1505 printer (single function) and LaserJet M1522 MFP/ M1120 MFP.

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 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 and other factors.

⁽³⁾ The Marketing Resources software may be downloaded for free through the URL included with the HP Color LaserJet CM1312 MFP series' installation software. For more information, visit www.hp.com/go/ihm.

⁽⁴⁾ Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of Powersave mode so your print job is done sooner. An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. See HP average print times versus competition: www.hp.com/go/whywait.

⁽⁵⁾ HP SureSupply availability varies by region. For more information, visit www.hp.com/learn/suresupply.

⁽⁶⁾ Estimated U.S. street price, actual prices may vary.

⁽⁷⁾ Declared yield values in accordance with ISO/IEC 19798 in continuous printing. Actual yields vary considerably based on images printed and other factors. See www.hp.com/go/LearnAboutSupplies for more information.

^(7a) Continuous average composite (cyan, yellow, magenta) declared yield values in accordance with ISO/IEC 19798 in continuous printing. Actual yields vary considerably based on images printed and other factors. See www.hp.com/go/LearnAboutSupplies for more information.

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