



## HP Officejet Printing System

### Overview

The new HP Officejet Printing System lineup includes a new branding strategy and product portfolio that make it easier for small businesses to identify and choose the optimal combination of hardware and supplies from HP's business ink portfolio to produce professional-quality color documents at up to 50 percent lower cost per page than competitive laser printers.<sup>(1)</sup>

Through fall 2008, packaging for all HP Officejet and Officejet Pro hardware and appropriate supplies will be branded with the "Officejet" name.<sup>(2)</sup> All hardware and supplies packaging will feature a dark green bar across the top of the box to signify that the entire system – from hardware to ink – is designed together to provide small business customers with affordable solutions to produce brilliant and durable color documents.

With the HP Officejet Printing System, HP is improving customer selectability and purchasing experiences by enhancing organization and making it even easier for customers to identify and purchase HP Officejet inks designed specifically for their HP Officejet and Officejet Pro hardware.

### Key features and benefits

- Customers can produce professional-quality color documents at up to 50 percent less cost per page than competitive laser printers by using HP Officejet Pro products and HP 88XL Officejet ink cartridges.<sup>(1)</sup>
- All new Officejet printers will now offer a lower color cost per page than competitive laser printers.
- HP's new color printers are optimized for printing professional-quality marketing materials and the expanded line of marketing papers make it easy for small businesses to produce documents quickly and affordably in-house.
- Achieve bolder-blacks; smudge-resistant, fast-drying prints with ColorLok paper.
- HP Officejet Printing System solutions offer increased productivity and help small businesses better manage their printing environment.
- Using the HP 88 Officejet Brochure Value Pack helps small business customers affordably produce high-quality marketing collateral in-house – in most cases, small businesses can save more than [50 percent by printing in-house](#) versus using a quick printer.<sup>(3)</sup>
- An evolution of [HP's ink supplies strategy](#) announced last spring, the HP Officejet Printing System furthers HP's value and choice offerings, helping customers find the

### Editorial contacts:

Caitlin Roulston, HP  
+1 206 708 7651  
caitlin.roulston@hp.com

Camille Heinrich  
Porter Novelli for HP  
+1 415 975 2212  
camille.heinrich@porternovelli.com

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
www.hp.com

best Original HP supplies for their printing needs.

### **Other technical specifications**

The following in-market and recently announced products are included:

- HP Officejet Pro L7000 All-in-One series (including the new HP Officejet Pro L7590 All-in-One)
- HP Officejet Pro K5400 Color Printer series
- HP Officejet Pro K8600 Color Printer series
- HP Officejet J4500 All-in-One
- HP 88 Officejet Ink Cartridge Series
- HP 88 XL Officejet Ink Cartridge Series
- HP 88 Officejet Brochure Value Pack
- HP 901 Officejet Ink Cartridge Series
- HP 901 XL Officejet Ink Cartridge Series

<sup>(1)</sup> Cost per page (CPP) laser supplies comparisons based on published specifications of the majority of manufacturers' highest capacity cartridges available for color laser AiOs under \$750 and laser printers under \$300 as reported by Current Analysis West, an NPD Group Company, as of September 2007. Officejet CPP based on Officejet Pro Printers and AiOs, HP 88XL Officejet Ink Cartridges, estimated street price and published yield for color prints. Results may vary.

<sup>(2)</sup> There will be some HP Officejet products in the market in the fall that will not have Officejet branded inks. All new Officejet products (with only a few exceptions such as mobile products) as of March 2008 will have Officejet branded inks.

<sup>(3)</sup> Based on average retail pricing for quantities up to 500 pages. Source: InfoTrends' U.S. Cost of Print study. More details are available at [www.hp.com/go/ihm](http://www.hp.com/go/ihm).

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty 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.

3/2008

