



HP Eco Solutions in Imaging and Printing

Overview

HP is committed to helping customers reduce their environmental impact with the industry's most comprehensive portfolio of products, services and solutions to help customers be more environmentally responsible. By designing products that reduce energy consumption and substances of concern, and encouraging product reuse and recycling, HP continues to provide new solutions to its customers to help them reduce their environmental footprint.

HP's new Eco Solutions program includes product features, tools and services that aim to help customers reduce their environmental footprint when it comes to technology. One of the latest milestones in HP's longtime environmental leadership, the Eco Solutions program will eventually extend beyond the recently announced imaging and printing offerings to include solutions from all of HP's businesses.

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Auto-On/Auto-Off

HP's Auto-On/Auto-Off feature will help imaging and printing customers improve energy efficiency in personal, desktop LaserJet printers by three times versus a device's normal sleep mode by automatically powering down printers after a period of inactivity and putting them into a mode that uses less than one watt of power. In the future, higher-end LaserJet devices will offer over 20 times improvement. HP will pre-configure printers to power down automatically after a set amount of time, ranging from one to 30 minutes, though Auto-On/Auto-Off offers customers the ability to customize and pre-set their own off times for the printer. This proprietary technology works in concert with Instant-on Technology, which enables customers to produce the first page faster when a printer is coming out of sleep mode.

The U.S. Environmental Protection Agency estimates customers lose up to 66 percent of their energy on nights and weekends by not turning off IT equipment. Efficient solutions like Auto-On/Auto-Off can contribute to energy reductions and cost savings. This feature will begin shipping with high-volume personal desktop laser printers in 2009, eventually rolling out to the majority of the HP LaserJet portfolio.

HP has helped several Fortune 500 customers realize up to a 30 percent reduction in their carbon footprint using technologies such as the HP Carbon Footprint Calculator, Instant-on Technology, duplexing, Universal Print Driver, pull printing technologies and Web Jetadmin.

HP Carbon Footprint Calculator for Printing

HP's Carbon Footprint Calculator for printing allows customers to gain visibility to the carbon footprint of their current printer fleet and compare that to new, optimized fleets

in order to understand how they can reduce their impact on the environment. HP designed the calculator to assess printer energy and paper use, the carbon impact of usage, and the estimated monetary costs based on geographical energy assessments. Customers will be able to access the calculator online by the end of June or work directly with HP to build a baseline annualized estimate of their printer fleet's carbon footprint.

HP LaserJet Power Calculator

The HP LaserJet Power Calculator enables micro, small and medium-size business customers to compare product-specific energy data from popular HP LaserJet printers with data from competitors' products. The calculator also allows customers to compare new HP LaserJet products with older HP models to illustrate energy savings in kilowatt hours and estimated dollars achieved simply by upgrading older devices. It is available at www.hp.com/large/ipg/environment.

HP Eco Printing Assessment

The HP Eco Printing Assessment helps enterprise customers assess their energy consumption, paper usage and carbon emissions and recommends ways to use less energy, recycle more and reduce the impact of imaging and printing. The service begins by taking a representative sample of a customer's printing environment. HP uses the current printing infrastructure as a benchmark to capture the environmental impact of the printing fleet. HP then recommends best practices and identifies a roadmap of recommended changes, helping customers reduce costs, save resources and deliver results that are good for business.

HP Deskjet D2545

The [HP Deskjet D2545](#) is the company's first printer made from 83 percent recycled plastic content, with 100 percent of the outer casing and tray parts made from recycled content. The first inkjet printer to feature HP's new Eco Highlights label, the HP Deskjet D2545 is ENERGY STAR® qualified, uses HP 60 inkjet cartridges made from newly molded recycled plastic resins and comes packaged in molded-pulp end caps made from recycled materials. In addition to incorporating recycled content, being shipped in 100 percent recyclable packaging and demonstrating energy efficiency, the HP Deskjet D2545 features convenient HP Smart Web Printing which optimizes web printing by letting users easily combine portions of numerous web pages onto one page. The HP Deskjet D2545 is currently available at Wal-Mart stores and the [HP Home & Home Office Store](#) for an estimated retail price of \$44.99.⁽¹⁾

⁽¹⁾ Estimated U.S. retail price. Actual price may vary.

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