



## HP Promotes Sustainable Growth for Small and Midsize Businesses with Enhanced Printing Portfolio

PALO ALTO, Calif., Nov. 9, 2009 – HP today expanded its HP Eco Solutions printing portfolio to help small and midsize businesses (SMBs) affordably and effectively manage their environmental impact.

HP's new offerings include the [HP LaserJet P2055d Printer](#), the industry-first [HP Eco Solutions Print Console](#), the [HP Green Action Plan for Office Printing](#) and advanced [ColorLok Technology](#).

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HP also announced that the small business communities of the Village of Suffern and Town of Ramapo, N.Y., will be the inaugural group to participate in a community-wide environmental initiative. Beginning today, HP and 25 small businesses will work to collectively reach mutual environmental goals.

"HP believes promoting printing practices that help SMBs reduce their environmental impact right now will make a significant difference in the future," said Herbert Koeck, vice president and general manager, LaserJet and Enterprise Solutions, Americas, HP. "Our goal is to be a trusted technology partner to our customers, providing them with innovative products and solutions that will set the foundation for continued success."

### Managing environmental impact

HP today expanded its HP Eco Solutions for printing with new solutions designed to reduce the impact of printing on the environment:

- **HP LaserJet P2055d Printer** (\$299)<sup>(1)</sup>: This fast and compact printer provides a networked, monochrome solution for maximum productivity. As an ENERGY STAR® qualified device with [Instant-on Technology](#), the printer provides up to 50 percent energy savings over traditional fusing technology.<sup>(2)</sup> It also supports automatic two-sided printing and 100-percent recycled paper.
- **[HP Eco Solutions Print Console](#)**: This tool helps SMBs easily manage a printer's energy- and paper-saving settings directly from a PC to reduce its environmental impact. The tool will be available later this winter as a free download at [www.hp.com/go/printconsole](http://www.hp.com/go/printconsole) for the HP LaserJet P2055d/dn printers.
- **[HP Green Action Plan for Office Printing](#)**: This plan guides SMBs through an easy process to assess their carbon footprint and build a printing environmental strategy. In building this plan, SMBs can utilize tools, such as the [HP Carbon Footprint Calculator for printing](#), to evaluate their printing infrastructures, determine how much money could be saved by making the recommended changes, and then set realistic goals to realize

these results.

- **ColorLok Technology:** HP is now offering its paper-enhancement technology for use with recycled papers, enabling the same no-compromise quality, even on two-sided printing, as many non-recycled papers. Plain papers (with or without recycled content) with ColorLok deliver bright colors and crisp black text that won't show through on two-sided prints, so SMBs can reduce their environmental impact without sacrificing print quality.
- **[Trade In and Save Program](#):** To date, HP has recycled more than 24,000 printers through the program, eliminating 500,000 pounds of scrap material from our nation's landfills. Through Dec. 31, companies can receive up to \$1,000 cash back by trading in their old desktop printer for a new HP printer, which additionally will help companies to increase productivity while decreasing annual maintenance, operation expenses and energy consumption.

### **Enabling practices to reduce environmental impact**

HP today kicked off a local initiative with 25 small businesses in the Village of Suffern and Town of Ramapo. Together with ASI System Integration, an HP Office Printing Partner in New York, HP installed 25 HP LaserJet P2055d printers and shared key printing practices – such as duplex printing, HP Smart Web Printing and turning off the printer when not in use – to help the businesses reduce their carbon footprint, paper use and energy consumption. To better manage the printers' environmental settings, the businesses will download the new HP Eco Solutions Print Console when the software is released this winter.

As a result, the small businesses in the Village of Suffern and Town of Ramapo, could reduce their energy consumption by up to 60 percent, carbon footprint by up to 41 percent, paper use by up to 37 percent, and energy and paper costs by up to 38 percent.<sup>(3)</sup>

### **HP and the environment**

For decades HP has been an environmental leader, driving company stewardship through its HP Eco Solutions program. HP influences industry action by setting high environmental standards in its operations and supply chain, by providing practical solutions to make it easier for customers to reduce their climate impact and through its research on sustainability solutions that support a low-carbon economy. More information on HP's Eco Solutions program is available at [www.hp.com/ecosolutions](http://www.hp.com/ecosolutions).

Additional information about HP's expanded HP Eco Solutions for printing portfolio for SMBs is available at [www.hp.com/go/domorewithless](http://www.hp.com/go/domorewithless).

### **About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

<sup>(1)</sup> Estimated U.S. street prices. Actual prices may vary.

<sup>(2)</sup> Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode. An InfoTrends study shows the typical office print job is three to five pages



long: [www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf](http://www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf). Actual results may vary.

<sup>(3)</sup> Estimated environmental savings calculated using the HP Carbon Footprint Calculator for printing. Results assumed using the HP LaserJet P2055d, power off, HP Smart Web Printing and duplex printing. Actual results may vary.

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