

# HP LaserJet M2727nf MFP

vs. Brother MFC-8860DN



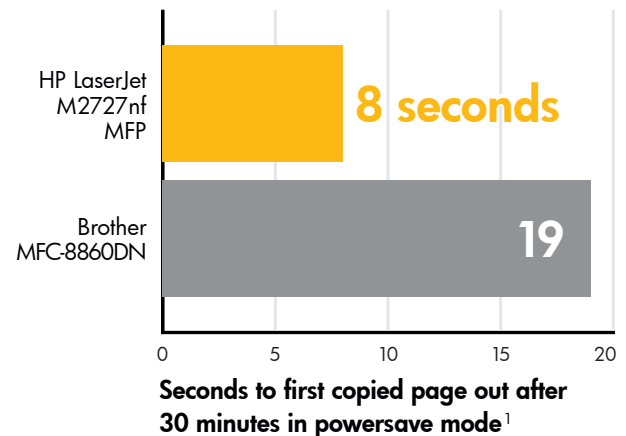
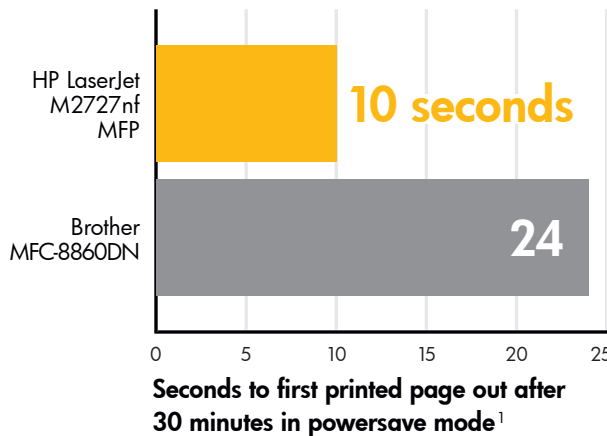
## Boost productivity and reduce costs with the HP LaserJet M2727nf MFP

- **Fast, on-demand printing and copying** — Instant-on Fusing and Copy Technology lets your HP LaserJet M2727nf MFP print up to 7 pages or make up to 5 copies from powersave mode before the Brother MFC-8860DN can even finish warming up.
- **Energy efficient** — The advanced, fast-heating ceramic element within your HP LaserJet M2727nf MFP's Instant-on fuser consumes significantly less energy than the conventional fuser Brother builds into the MFC-8860DN. Your HP LaserJet also meets the new, more strict ENERGY STAR® rules that went into effect April 1, 2007.
- **Virtually maintenance free** — Your HP LaserJet M2727nf MFP's innovative print cartridge incorporates the toner supply, imaging drum, primary charge roller, and developer into a single, integrated unit you can easily replace with no mess. The Brother MFC-8860DN uses a complex 2-piece system that forces users to stock and replace an extra consumable. And whenever Brother users replace toner, they must be careful not to damage the device's photosensitive imaging drum, which becomes exposed during the process, plus they must clean the corona wire to prevent damage that can lead to print-quality defects. With HP, you don't.
- **Reliable print quality** — Be sure to evaluate print quality. HP internal testing reveals the Brother MFC-8860DN can develop print quality problems as early as 1,000 pages when printing on some recycled media. HP also found toner doesn't always fuse completely to the Brother unit's output, which means it can rub off. Try it yourself: Rub a clean corner of a page printed on the MFC-8860DN on an area with toner and see if it smudges.



### Print and copy sooner with HP LaserJets

HP Instant-on Fusing and Copy technologies virtually eliminate warm-up time, letting you print many pages or make several copies on your HP LaserJet M2727nf MFP before the Brother MFC-8860DN can even finish warming up.



### Reduce hidden costs with HP LaserJets

Thanks to HP Instant-on Technology, your HP LaserJet M2727nf MFP also consumes far less power than the Brother MFC-8860DN. Plus the Brother unit uses valuable desk space less efficiently, requiring 22% more than your HP LaserJet.

