# Maximize cost savings by upgrading your printers

#### From America's most trusted printer brand for business<sup>1</sup>





# Why upgrade to the latest HP LaserJet printers?

Older printers may be costing you more than you think. As America's most trusted printer brand for business,1 today's HP LaserJet printers with Original HP Toner offer more value than ever.

Upgrading can increase overall productivity and lower your total cost of ownership. New HP LaserJet printers can boost network security<sup>2</sup> for greater peace of mind and even help you improve your environmental impact.

## The newest HP LaserJet printers deliver



Reliable performance and lower energy use<sup>2</sup> deliver savings

Advanced performance

workforce needs

Get the power and features your

Lower total cost of ownership



World's most secure printers<sup>3</sup> Industry-leading security to protect your network



Increased sustainability Conserve resources including energy, paper, and workspace





### Reduce your total cost of ownership The latest HP LaserJet printers reduce waste through more reliable printing

performance and use less energy than earlier models.2 The compact, affordable design delivers HP performance for consistent, professional quality printing every time with fewer reprints and less waste.

total cost of ownership savings estimate>

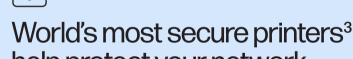
<insert customer





#### the latest technology New HP Color LaserJet printers deliver improved print quality, advanced printing, and the latest

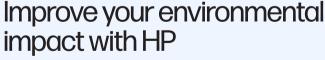
security features. Securely send documents to print from virtually anywhere and streamline digital workflows with HP Workpath apps.4



#### help protect your network Your outdated printer is likely a security threat. Protecting your organization's data and network-

especially considering today's fluid workplace setups—is a serious concern. ✓ HP Wolf Security protects at the hardware, software, services, and cartridges levels

- anywhere your people work5 ✓ HP FutureSmart firmware<sup>6</sup> protects against the latest security threats and gives access to new device capabilities as they're released



#### With a full lineup of energy-efficient printers<sup>2</sup> from HP-a majority of which are EPEAT® registered7-you can conserve energy without sacrificing features or performance.

Save energy with auto on/off technology ✓ Duplex set by default right out of the box for lower paper use

- HP TerraJet cartridges require less energy
- and use less plastic8 The HP Planet Partners program makes recycling

even easier. HP Planet Partners is our repurpose and

recycling program for HP end-of-life equipment and printing supplies. Once you're done with your HP printers and cartridges, we can help repurpose or recycle them.



# LEARN MORE ABOUT THE BENEFITS OF UPGRADING YOUR PRINTERS BY CONTACTING < INSERT CONTACT INFO > TODAY

<sup>1</sup> Based on 2022 semi-annual internal brand surveys commissioned by HP.



- <sup>3</sup> HP's most advanced embedded security features are available on HP Managed and devices with HP FutureSmart firmware 4.5 or above. Claim based on HP review of published features as of February 2023 of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop,
- and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit www.hp.com/go/PrintersThatProtect. For more information, visit www.hp.com/go/PrinterSecurityClaims

<sup>2</sup> ENERGY STAR® A certification only available on models with automatic two-sided printing.

- 4 Not all MFPs may be compatible with Workpath apps. To enable HP Workpath, some devices may require optional accessory or firmware to be upgraded. Not all apps may be available in all locations. Subscription may be required. Personalized content and integration functions are applicable to supported HP Workpath <sup>5</sup> HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features and is available on HP Pro, Elite, RPOS and Workstation products. See product details for included security features.
- 6 Some features enabled by future HP FutureSmart firmware upgrades may not be available on older devices, if for example, physical product characteristics limit the functionality of the new feature.
- <sup>7</sup> EPEAT® registered where applicable. EPEAT registration varies by country. See http://www.epeat.net for registration status by country. <sup>8</sup> Plastic reduction of TerraJet Toner Cartridges calculated based on cartridge weight compared to predecessors. Plastic reduction in packaging calculated based on packaging weight compared to predecessors. HP calculations based on normalized Energy Star® TEC data of HP LaserJet Pro and Enterprise series with HP
- TerraJet Cartridges compared to predecessors. See www.hp.com/TerraJet/energysaving <sup>9</sup> HP Planet Partners program availability varies. For details, see www.hp.com/hprecycle

additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

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