

Why HP Color LaserJet printers?



Choose the market leader for color laser printing — HP

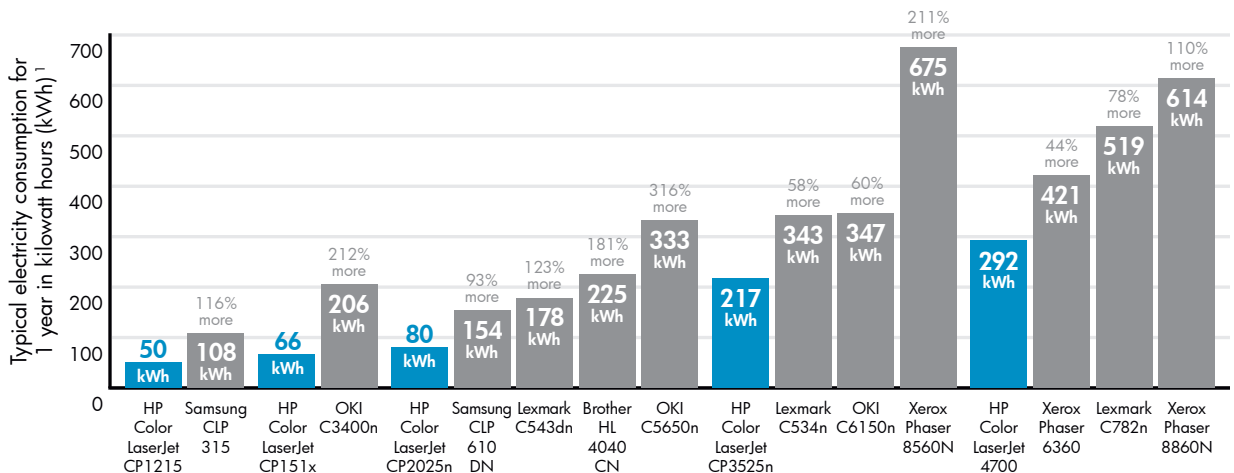
When choosing a color imaging and printing vendor, there are three significant HP advantages you'll want to consider:

Simple and trustworthy — HP Color LaserJet printers (and MFPs) are designed to require fewer consumables and interventions, less cleaning and maintenance, and more simplified user interaction than competing devices. Furthermore, HP Color LaserJets offer best print quality in default mode and support the innovative, full-featured HP Universal Print Driver.

Professional, cost-effective output — Bringing color inhouse can save you up to 50%, according to InfoTrends. And choosing HP as your partner can save you a lot of reprinting. Thanks to HP ColorSphere toner and automatic PQ enhancements like HP ImageREt technology, advanced halftoning, environmental sensing, and intelligent calibration, HP Color LaserJet printers (and MFPs) deliver unsurpassed print quality.

Environmental leadership — You can save money and the environment with HP Color LaserJets, which employ Instant-on Technology to deliver the fast performance users demand while saving a great deal of energy. Plus HP print cartridges are easy to recycle.

Like their black-and-white counterparts, HP Color LaserJet printers (and MFPs) frequently use significantly less power than competing devices from Brother, Dell, Lexmark, Okidata, Samsung, Xerox, and other vendors. This can translate into dramatically lower energy costs and help minimize your impact on the environment.



Enjoy unsurpassed print quality with HP Color LaserJet printers

HP's automatic print-quality enhancements are unmatched by competing devices from Brother, Dell, Lexmark, Samsung, Xerox, and other vendors. As a result, HP Color LaserJets deliver clearly superior results like more precise halftoning, better contrast, finer details, sharper lines, crisper text, superior color matching, better trapping and color-plane registration, and more uniform solid fills.



Above is a thumbnail image of the letter-size document HP printed on each device to make these PQ comparisons. The small, yellow rectangle identifies the area from which the swatches originated.



HP Color LaserJet CP2025



Brother HL-4040CN/4070CDW



Dell 2130cn



Lexmark C540N/C543DN/C544N

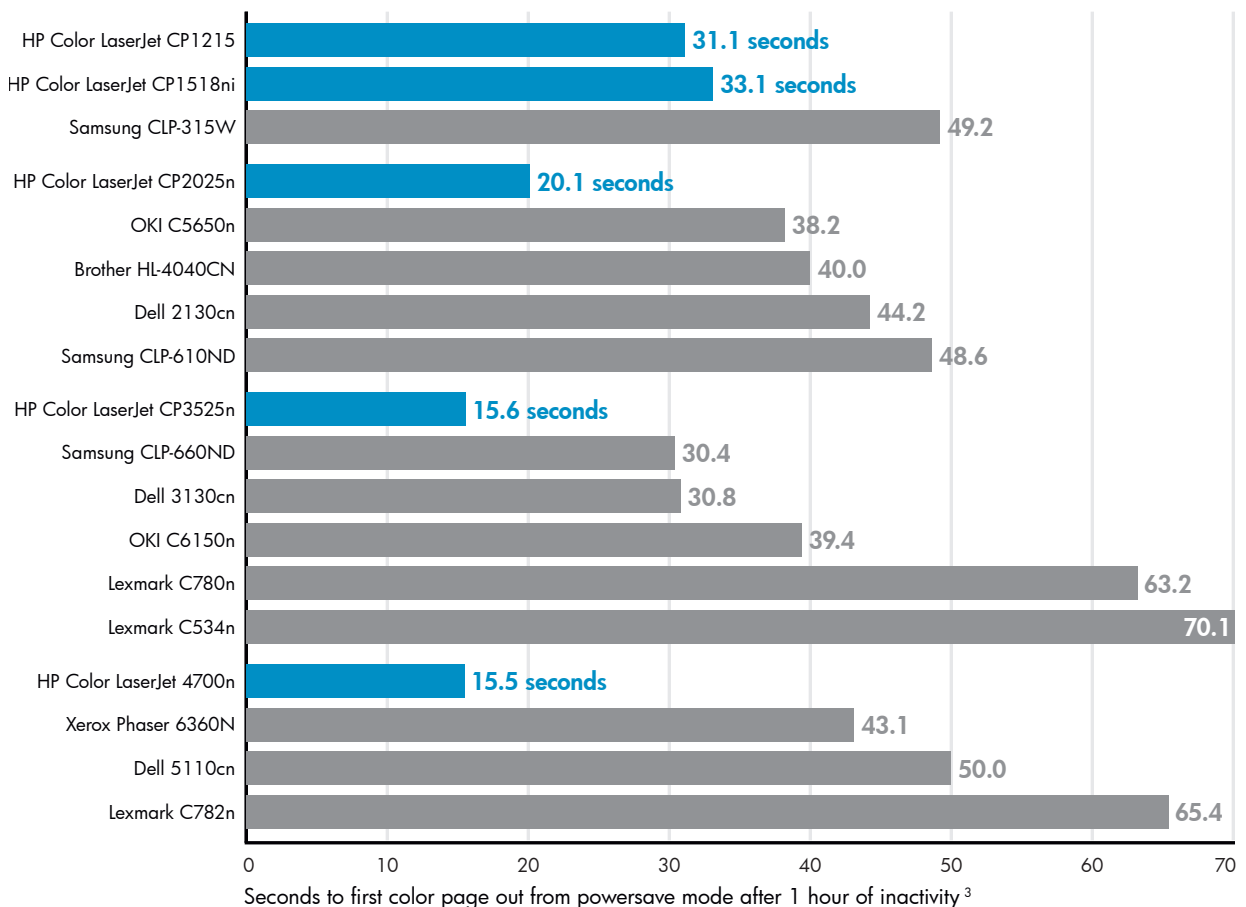


Samsung CLP-610ND/CLP-660ND

Get clearly superior results with HP Color LaserJets — Examine these print samples and you'll likely notice how the HP Color LaserJet CP2025 output has crisper text, more accurate color-plane registration, better trapping, and more consistent solid fills.

Spend less time waiting for output with HP Instant-on Technology³

Research by InfoTrends reveals the typical office print job is 4 pages long, created with Microsoft Word, output on plain paper, and printed from powersave mode on a laser printer. HP Instant-on Technology virtually eliminates warm-up time, so you can print several pages — sometimes entire documents — before many competing devices can even finish warming up. According to InfoTrends, this translates into significant real-world performance advantages over competing models: "Even on shared devices, given the overall use pattern, it is more likely that the printer would be in sleep mode when any particular user submitted a job for printing."²



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¹ Testing employed the Typical Electricity Consumption (TEC) approach outlined by the U.S. Environmental Protection Agency. Test data was extended to 1 year. Testing was on a single unit of each product. Actual power usage and results may vary.

² Based on a September 2006 InfoTrends study of general office printing behaviors in the United States and Western Europe derived from responses by 1,305 participants (730 and 575, respectively).

³ Based on HP-commissioned testing by QualityLogic Inc. Testing was conducted on a single unit of each product. Actual results may vary. Visit www.qualitylogic.com/News/Instant-on_PerformanceReport.html for copies of the reports.

To learn more, visit www.hp.com

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