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HIT PRINT
BRILLIANTLY

WHY HP LaserJet/MFPs?

Place Your Trust In A World Leader

Professional Prints, Every Time

Reduce Your Costs & Environment Impact



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A Strategic Investment for Your Business



- "Why waste more energy than required?"
- "Why Pay when your device isn't in use?"
- "Why double the cost of your paper supplies?"
- "Why deal with 4 problems when you can have 1 solution?"

- "Why complicate your device management?"
- "Why risk having confidential materials viewed by others?"
- "Why let the cost of unnecessary color printing go out of control?"
- "Why put up with complex and lengthy device installations?"

- "Why wait for printouts when you can get them in an instant?"
- "Why Print faxes when you can PC Fax from your desktop?"
- "Why Settle on anything less than the leader in reliability?"



- "Why wait till you are in the office before printing?"
- "Why restrict your printer to only one user?"

- "Why incur extra costs on bills and our Earth?"
- "Why waste when you can return?"



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Save Money From Day 1

- HP Instant-on Fuser - Enjoy **lower energy costs**
- HP Auto-On/Off – **Save energy & costs intelligently.**
- HP Auto-duplexing – Instantly cut **paper wastage by Half**
- A Single, Integrated Device – Get several functions in **one simplified device.**

Boost Your Productivity, Reduce Your Downtime

- HP Instant-on Fuser - **First-page-out** speed is up to **2 times faster.**
- HP PC Send & Receive - **Cut down on fax supplies costs & storage.**
- HP World Class Reliability - Count on a device with **lasting performance**



Enhanced Usability & Control

- HP Web Jetadmin – **Manage** the entire fleet of printers/MFPs from the **comfort of your desk.**
- HP Job Storage – Retrieve your **print jobs securely** at the printer.
- HP Color Access Control – **Cut down on unnecessary color print usage**
- HP Smart Install - Plug your device in, & let it **auto install for fast usage.**

Extend Mobility to Your Business

- HP ePrint – With HP LaserJet, you can count on a device to **future proof your business**
- Wireless Connectivity – With HP LaserJet Wireless Model, you can **share productivity** across an entire workgroup

Lower Your Environmental Impact

- Most HP Printers & MFPs are **ENERGY STAR QUALIFIED**
- HP Planet Partner Program – With HP LaserJet, **recycling is made easy.**



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Key Objective



Key Objective 1:

“I Don’t Want a device that is troublesome to manage.”

Key Objective 2:

“Why should I replace my old printer which is still working?”



Key Objective 3:

**“HP Printers & MFPs are expensive, and their cartridges cost more.”
(Acquisition & Running costs)**



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Key Objective 1:

- HP LaserJet are **quick & Easy to set up & update.**
- HP LaserJet Color Printers & MFPs help you to **monitor & Control color costs.**
- HP is chosen as the most **reliable printers & support** in the world

Key Objective 2:

- HP LaserJet Color printers & MFPs provide the **speed that your business needs**
- HP LaserJet Color Printers & MFPs let everyone in your company **share its functions.**
- HP lets your business go further with **ground breaking mobile-enabling innovations.**



Key Objective 3:

- HP LaserJet with their **energy-saving technologies & value-added features** pay your business back sooner than most other brand.
- HP LaserJet provide **substantial savings** with **high-capacity cartridges & Paper saving features.**
- HP LaserJet are **highly energy efficient** with **no hidden costs.**



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So Why Wait?

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