

# 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,<sup>1</sup> 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



**Lower total cost of ownership**  
Reliable performance and lower energy use<sup>2</sup> deliver savings



**Advanced performance**  
Get the power and features your workforce needs



**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.<sup>2</sup> The compact, affordable design delivers HP performance for consistent, professional quality printing every time with fewer reprints and less waste.

<insert customer total cost of ownership savings estimate>



## Greater performance from 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.<sup>4</sup>



## World's most secure printers<sup>3</sup> 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Your outdated printer is likely a security threat.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 work<sup>5</sup>
- ✓ HP FutureSmart firmware<sup>6</sup> protects against the latest security threats and gives access to new device capabilities as they're released



## Improve your environmental impact with HP

With a full lineup of energy-efficient printers<sup>2</sup> from HP—a majority of which are EPEAT<sup>7</sup> registered—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 plastic<sup>8</sup>

The HP Planet Partners<sup>9</sup> 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>2</sup> ENERGY STAR® A certification only available on models with automatic two-sided printing.  
<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](http://www.hp.com/go/PrintersThatProtect). For more information, visit [www.hp.com/go/PrinterSecurityClaims](http://www.hp.com/go/PrinterSecurityClaims)  
<sup>4</sup> 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 apps only.  
<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.  
<sup>6</sup> 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. See [www.hp.com/TerraJet/energysaving](http://www.hp.com/TerraJet/energysaving)  
<sup>9</sup> HP Planet Partners program availability varies. For details, see [www.hp.com/hprecycle](http://www.hp.com/hprecycle)