

WHY HP COLOR LaserJets?



HIT PRINT
POWERFULLY



Choose the market leader for color laser printing — HP¹

Choosing a color imaging and printing vendor? There are significant HP advantages to consider:

Simple and trustworthy — HP Color LaserJets are designed to require fewer consumables, less cleaning and maintenance, and more simplified user interaction than rival devices. Plus marvels like the full-featured HP Universal Print Driver and HP ePrint technology² make printing easy whenever and wherever the need arises.

Professional, cost-effective output — Bringing color in-house can save you up to 50%, according to InfoTrends.³ And thanks to HP ColorSphere toner and automatic print quality enhancements like HP

EasyColor, HP ImageREt technology, advanced halftoning, environmental sensing, and intelligent calibration, HP Color LaserJet printers and MFPs deliver exceptional print quality easily and affordably.

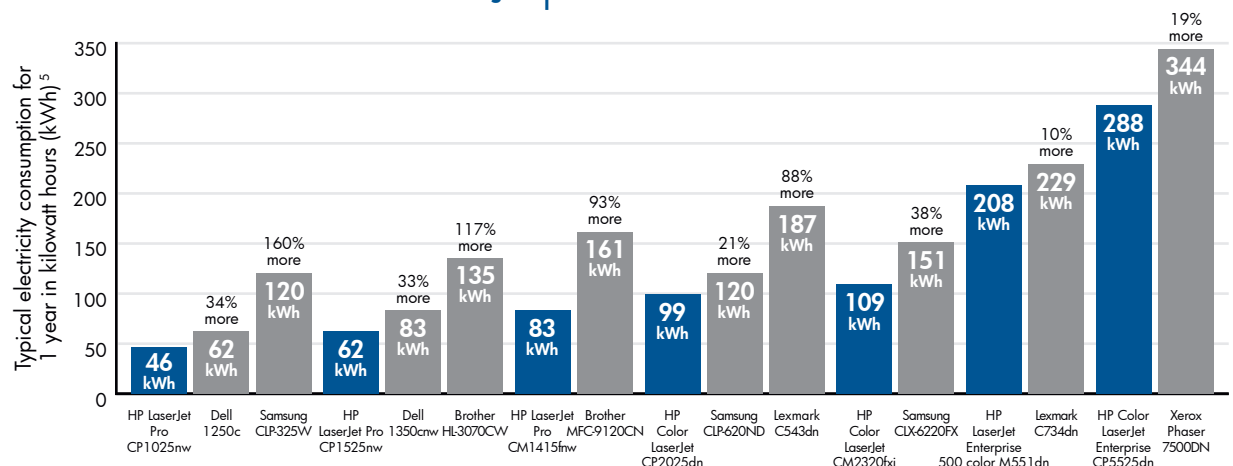
Environmental leadership — You can save money and the environment with HP Color LaserJets. Most employ Instant-on Technology to deliver the fast performance users demand while saving a great deal of energy and some boast new HP Auto-On/Auto-Off technology.⁴

Award-winning lineup — HP devices consistently offer a powerful combination of performance, ease of use, and overall economy from one end of the portfolio to the other for customers at every level, key reasons HP earned BLI's 2011 Color Printer Line of the Year Award.



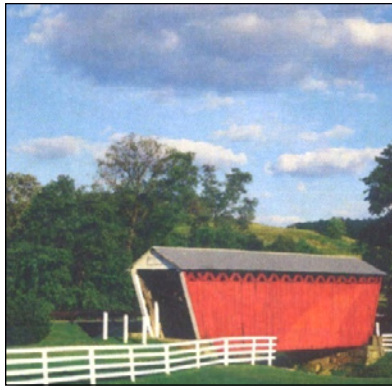
Save energy and reduce costs with HP Color LaserJet printers and MFPs⁵

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



Get exceptional print quality with HP Color LaserJet printers and MFPs

HP's automatic print quality enhancements are unmatched by rivals like Brother, Dell, Xerox, and other vendors. The print quality comparisons show HP's exceptional performance in producing vibrant and uniform color, finer details, sharper lines, and crisper text.⁶ And according to the Buyers Laboratory Inc. Winter 2011 Color Printer Line of the Year Award report, HP's image quality for color printers tested in BLI's lab over the last year demonstrated consistent gamut from the first page to the last.



HP LaserJet Pro CM1415 Color MFP⁶



Dell 1355cnw Color MFP⁶



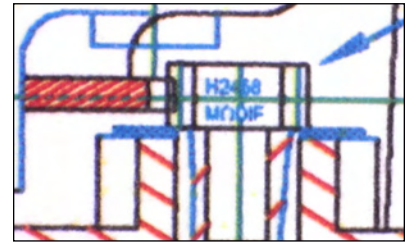
HP Color LaserJet CP2025dn⁶



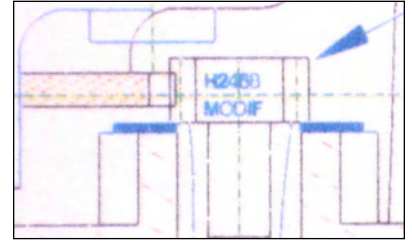
Brother HL-4150CDN⁶



Xerox Phaser 6500DN⁶



HP Color LaserJet Enterprise CP5525dn⁶



Xerox Phaser 7500DN⁶

RE PHOTO SWATCHES — Notice the mottled, uneven appearance of Dell's image vs. HP's vibrant, uniform color.

RE TEXT SWATCHES — Notice how HP's halo reduction and adaptive halftoning produce sharp lines and crisp text vs. Brother and Xerox.

RE LINE ART SWATCHES — Notice how Xerox is missing details of red lines vs. HP's fine details and sharp lines.

Enjoy hassle-free printing and imaging with HP Color LaserJet printers and MFPs

HP Color LaserJet printers and MFPs make it easy to print professional-quality documents from your desktop. Needing to print multiple pages or sets on heavy or glossy media? Seeking acceptable print quality without extra cleaning hassles? With HP, you can just hit "print," while many competing devices require users to take extra steps when they need to print in best print quality mode.

Do the devices offer... ⁷	HP Color LaserJet CP2025/CM2320 & HP LaserJet Pro CP1525/CM1415	Brother HL-3070/MFC-9120 & HL-4150/MFC-9460	Dell 1350/1355 MFP & 2150	Samsung CLP-325/CLX-3185 & CLP-620/CLX-6220	Xerox Phaser 6010, Phaser 6500/WorkCentre 6505
Best print quality in default mode?	YES — ImageREt 3600	NO — Must change settings via a multi-step process.	NO — Must change settings via a multi-step process.	NO — Must change settings via a multi-step process.	NO — Must change settings via a multi-step process.
The input capacity to accommodate >50 sheets of 220-gsm glossy paper in the standard paper tray?	YES	NO — Users must feed >105 gsm media 1 sheet at a time.	NO — 1350/1355 users must feed >163 gsm 1 sheet at a time. 2150 users must feed glossy media 1 sheet at a time.	NO — Users must feed >105 gsm media 1 sheet at a time.	NO — 6010 users must feed >163 gsm media 10 sheets at a time. YES — 6500/WC6505.
The ability to maintain acceptable print quality without manual intervention?	YES	NO — Multiple cleaning steps to address print quality issues. Users must clean 4 corona wires, 4 LED or laser windows, and 4 drums.	NO — Multiple cleaning steps to address print quality issues. 1350/1355 LED lenses and color-density sensors need cleaning. 2150 transfer rollers, color-density sensors and laser lenses need cleaning.	NO — Multiple cleaning steps to address print quality issues. Samsung suggests users shake cartridge to redistribute toner and wipe inside of printer. CLP-620/CLX-6220 users advised to clean 4 strips of laser glass and drum.	NO — Multiple cleaning steps to address print quality issues. 6010 LED lenses and color-density sensors need cleaning. 6500/WC6505 laser windows and imaging unit need cleaning.

¹ Based on combined printer and MFP market share as reported by IDC (International Data Corp.), Hardcopy Peripherals Tracker, 2Q11. ² HP ePrint requires an Internet connection to the printer/MFP. Feature works with any Internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see www.hp.com/go/ePrintCenter. ³ Based on InfoTrends Cost of Print Studies, April 2010. ⁴ HP Auto-On and Auto-Off capabilities are subject to printer and settings. ⁵ HP printer results are based on internal HP testing using the ENERGY STAR program's Typical Electricity Consumption (TEC) methodology. Competitive printer data was collected at www.energystar.gov in August 2011. All data is based on 115V and extended to 1 year. Individual product configurations and usage will affect power consumption. ⁶ Print quality samples were obtained by HP internal testing using the manufacturer's best print quality setting on 24-lb plain paper media. Scanned images of print samples contained in this document may not reproduce accurately when printed. Since MFPs share the same print engine with single-function printers, print quality is expected to be comparable. ⁷ Based on the manufacturer's published user's guides, product specifications, and documentation.

**HIT PRINT
POWERFULLY**

