

The economical print option: have you considered inkjet?

When evaluating the right type of printer for your business do you consider inkjet? If not, find out how the HP Officejet Pro Series could be the best value option



Value for money: the HP Officejet Pro series of inkjet printers provides colour printing at up to 50pc less cost per page than lasers*

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Reducing costs is not a long-term goal for small and medium-sized businesses (SMB); it is an everyday necessity. Every aspect of running the business, from computers to coffee supplies, has to justify its existence.

The office printer is no exception. You thought laser printers were the economical option? Prepare to be surprised: the HP Officejet Pro series of inkjet printers provides colour printing at up to 50pc less cost per page than lasers.*

HP has designed its Officejet Pro X and Officejet Pro printers with business needs in mind. With 25 years' experience, it knows intuitively what SMB customers demand and need.

So it has developed HP Officejet Pro XL ink cartridges which print up to 9,200 pages in black and 6,600 colour.** And as the ink cartridges are the only consumable you need to replace, this helps keep running costs down.

The HP Officejet Pro series of printers has automatic two-sided printing as standard, so less paper is needed, and each is designed specifically to handle business needs. For example, they use the same paper pick-up systems as HP LaserJet printers so they can withstand heavy-duty use.

In addition, inkjet printers have no expensive parts to replace, which you may need to take into account if investing in a laser printer. All this adds up to professional-quality printing for up to 50pc less cost per page than lasers.*

The HP Officejet Pro and Pro X range includes single function and multi-function printers with print, scan, copy and fax functionality so that you can select the model that best fits your business needs.

HP Officejet Pro and HP Officejet Pro X printers are also kind to the environment: they use 70pc less packaging and supplies by weight than lasers.***

Also, the ranges are Energy Star® certified and use up to 50pc less energy than lasers.

• For more advice on preparing your business for the tech challenges of the future, visit HP BusinessReady

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