



HP LaserJet printers and MFPs

We're reinventing printing to help power your business.

The strength of your company depends on its technology. HP LaserJets with JetIntelligence deliver leading performance, print-shop quality colour documents, and the best value for black-and-white printing. Thanks to new Original HP Toner cartridges with JetIntelligence, the new LaserJets are smaller, faster,^{1,2,3,4} and use less energy.^{5,6,7,8,9} Get fast, energy-efficient, consistently professional-quality results with every page, right when you need them. And, HP LaserJet printers and MFPs offer features like HP JetAdvantage Private Print,¹⁰ which helps protect documents and reduce unclaimed print jobs. Plus, HP LaserJet Enterprise devices provide the industry's deepest printer security¹¹—protecting your device, data, and documents.

Meet the new award-winning HP LaserJets

Professional-quality documents without the wait



HP Inc.
LaserJet Enterprise MFP M577 Series
Outstanding Colour MFP for Large Workgroups



HP CLJ Enterprise M553 series
Hewlett-Packard Company
Color LaserJet Enterprise M553 Series
Outstanding Colour Printer for Mid-Size to Large Workgroups

HP LaserJet Enterprise M500 series printers and MFPs

- Ideal for teams of 5-15 people printing 2,000 to 7,500 pages per month
- The world's most secure printers¹¹
- Fastest first page out time in class^{1,2}
- Fastest two-sided printing in class^{1,2}
- Best in class energy efficiency^{5,6}
- HP Color LaserJet Enterprise M553 series: winner of the PC Magazine Editor's Choice award, Buyers Lab 2015 Summer Pick award, and the Red Dot Award—Best of the Best 2015



HP Inc.
Color LaserJet Pro MFP M477 Series
Outstanding Colour MFP for Small Workgroups



HP Inc.
Color LaserJet Pro M452 Series
Outstanding Colour Printer for Small Workgroups

HP LaserJet Pro M300/M400/M500 series printers and MFPs

- Ideal for teams of 3-10 people printing 750 to 4,000 pages per month (M300/M400 series)
- Ideal for teams of 5-15 people printing 1,500 to 6,000 pages per month (M500 series)
- Faster first page out than the competition^{1,3,4}
- Fastest two-sided printing in class (M300/M400 series)^{1,3}
- Best in class energy efficiency (M400/M500 series)^{5,7}



Hewlett-Packard Company
Color LaserJet Pro MFP M277dw
Outstanding SOHO Colour MFP



Hewlett-Packard Company
Color LaserJet Pro M252dw
Outstanding SOHO Colour Printer

HP LaserJet Pro M200 series printers and MFPs

- Ideal for teams of 1-5 people printing 250 to 2,500 pages per month
- Over 40% faster first page out from sleep vs. leading competitors (M277 series)²
- Best in class energy efficiency (M252/M277 series)^{8,9}
- Easy-access USB port for Microsoft® Office document printing (M252dw and M277 series; also included on M377dw)¹²
- HP Color LaserJet Pro MFP M277 series: winner of the Red Dot Award 2015

All of the new HP LaserJets share the award-winning design features of the HP Color LaserJet Enterprise M553, which received the Red Dot Product Design Award: Best of the Best 2015. The Red Dot award is one of the world's largest and most distinguished design prizes. The Red Dot: Best of the Best is awarded for ground-breaking design and is the top prize in the Red Dot Award: Product Design.



reddot award 2015
best of the best

It's the little things that count



Easy slide-off glass¹³

HP's patented, one-piece glass scan bed design, free from humps or edges, makes it easy to slide paper on or off the scanner glass.



Slow-close lid

The redesigned scanner lid closes slowly and gently, helping to minimise noise and reducing the risk of damaging the device.



Faster setup

These devices come with HP JetIntelligence Toner cartridges preinstalled, and now the toner seal is automatically removed, so setup is faster than ever.



Adjustable touchscreen¹⁴

Easily manage documents directly at the device—just tap and swipe the intuitive touchscreen. The adjustable tilt angle of the control panel provides convenient accessibility to all users.



550-sheet paper tray¹⁵

Devices with the 550-sheet paper tray allow you to add a whole ream before the paper in the tray runs completely out.

Get up to 33% more prints without the “toner shake”

Original HP Toner cartridges with JetIntelligence



Give your business more professional-quality pages, peak printing performance, and the added protection of anti-fraud technology—something the competition simply can't match. Original HP Toner cartridges with JetIntelligence deliver:

- Long-lasting performance with no “toner shake” required
- Up to 33% more prints¹⁶
- Engineering to match your printer's high-speed performance
- Exclusive anti-fraud technology that provides secure cartridge authentication to protect you from counterfeits
- Better prediction of pages remaining based on print behaviour: toner used, component wear, and environmental conditions¹⁷
- The consistently glossy, vibrant prints you expect from HP

More Pages

Original HP Toner cartridges with JetIntelligence are engineered by HP for higher ISO yields and more dependable toner level status.



Page maximiser technology

- Up to 33% more pages per cartridge than previous generations of HP toner cartridges¹⁶
- Smaller, more robust parts¹⁹
- Less cartridge wear¹⁹



Print gauge technology

- More dependable gauges¹⁷ to ensure you get the most prints possible from your cartridges

More Performance

Reformulated toners that support more pages¹⁶ in a smaller, faster printer that uses less energy to print a page.¹⁸



ColorSphere 3 toner

- Low melt core = faster print speed and legendary HP quality
- Hard shell = durable toner for higher yields



Precision black toner

- Spherical shape = more pages, sharp text, bold blacks and crisp graphics
- Encapsulated design = less energy; enables faster print speed

More Protection

Enhanced, secure communication between Original HP cartridges and printers helps you get the quality you paid for and avoid potential problems.



Anti-fraud technology

- Helps you identify the difference between Original HP and used or counterfeit cartridges
- Supports policies you set for your printing fleet



Auto seal removal

- Skip a step—the toner seal is automatically removed for you
- Get right to printing without delays

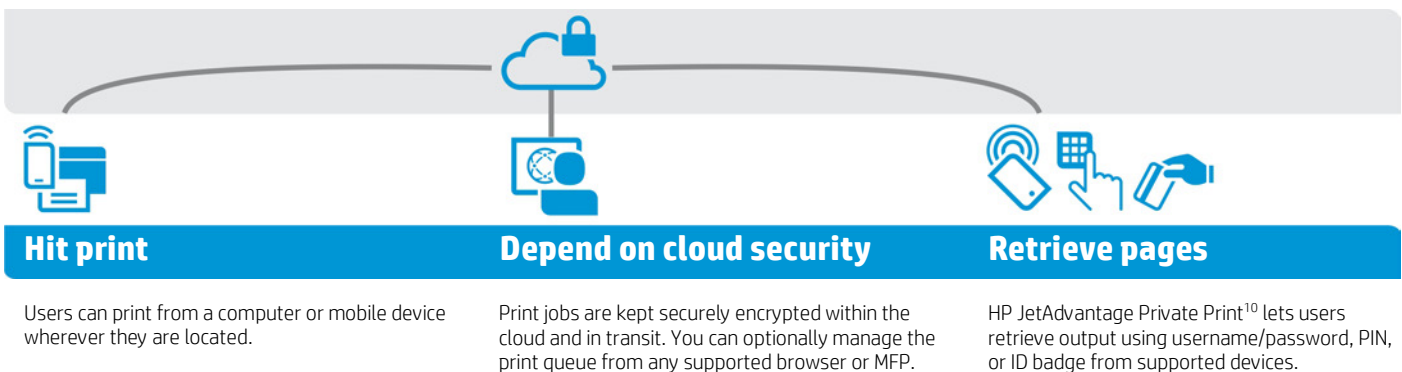
Put the cloud inside a printer

Rely on the security of HP JetAdvantage Private Print

Think of them as printers with the cloud inside. The new HP LaserJets come with JetAdvantage Security Solutions built in. When you enable HP JetAdvantage Private Print,¹⁰ you can:

- Save time, toner, and paper by eliminating abandoned or misplaced print jobs
- Require user authentication, so that the right documents land in the right hands
- Protect your printing environment, manage your users, and print more securely

To learn more and sign up for an HP JetAdvantage On Demand account at no cost, go to hpjetadvantage.com/ondemand.



Learn more at

hp.com/laserjets and hp.com/go/newlaserjets

¹ Based on HP internal testing of top 3 leading competitors' first page out from sleep mode and duplex print and copy speed, compared to the HP LaserJet Pro M402 series, MFP M426 series, M452 series, MFP M477 series, HP LaserJet Enterprise M506 series, MFP M527 series, and MFP M577 series, completed 8/2015. Subject to device settings. For details, see hp.com/go/liclaims.

² Based on HP internal testing of top 3 competitors completed 1/2015 or published information and subject to device settings, compared to the HP Color LaserJet Pro MFP M277 series and HP Color LaserJet Enterprise M553 series. Actual results may vary. For details, see hp.com/go/liclaims.

³ Based on HP internal testing of top 3 leading competitors' first page out from sleep mode and duplex print speed completed 1/2016, compared to the HP Color LaserJet Pro MFP M377dw. Subject to device settings. Actual results may vary. For details see hp.com/go/liclaims.

⁴ Based on HP internal testing of top 5 leading competitors' first page out from ready and sleep mode completed 1/2016, compared to the HP LaserJet Pro M501 series. Subject to device settings. Actual results may vary. For details see hp.com/go/liclaims.

⁵ Based on HP testing using the ENERGY STAR[®] programme's Typical Electricity Consumption (TEC) method or as reported in energystar.gov of top three leading competitors, compared to the HP Color LaserJet Enterprise MFP M577 series, MFP M527 series, M506 series, HP Color LaserJet Pro MFP M477 series, M452 series, MFP M426 series, and M402 series, as of 8/2015. Actual results may vary. For details see hp.com/go/liclaims.

⁶ Based on HP testing using the ENERGY STAR programme's Typical Electricity Consumption (TEC) method or as reported in energystar.gov vs. competitive single-function colour laser printers with print speeds between 31 and 44 ppm, compared to the HP Color LaserJet Enterprise M553 series, as of November 2014. Actual results may vary.

⁷ Based on comparisons of Typical Electricity Consumption (TEC) data reported on energystar.gov for mono laser printers with >1% worldwide market share as reported by IDC as of Q3 2015, available worldwide and with print speeds of 40 - 50 ppm (A4), compared to the HP LaserJet Pro M501 series. Actual results may vary. Learn more at hp.com/go/liclaims.

⁸ Based on HP internal testing of top three leading competitors, compared to the HP Color LaserJet Pro M252 series, completed January 2015 or published information and subject to device settings. Actual results may vary. For details, see hp.com/go/liclaims.

⁹ Based on HP testing using the ENERGY STAR programme's Typical Electricity Consumption (TEC) method or as reported in energystar.gov vs. competitive multi-function colour laser printers with print speeds between 11 and 20 pages per minute (ppm), compared to the HP Color LaserJet Pro MFP M277 series, as of November 2014. Actual results may vary.

¹⁰ HP JetAdvantage Private Print is available at no charge and requires that the printer or MFP be connected to the Internet with web services enabled. Not available in all countries. For more information, see hpjetadvantage.com/ondemand.

¹¹ Only HP Enterprise-class devices with FutureSmart offer a combination of security features for integrity checking down to the BIOS with self-healing capabilities. A FutureSmart service pack update may be required to activate security features. Learn more at hp.com/go/printersthatprotect.

¹² Feature is supported on the HP Color LaserJet Pro MFP M277 series, Pro M252dw, and Pro MFP M377dw only. Feature works with Microsoft Word and PowerPoint 2003 and later. Only Latin language fonts are supported.

¹³ The easy slide-off glass feature is only available on the HP LaserJet Pro MFP M377dw, MFP M426 series, and MFP M477 series.

¹⁴ The adjustable touchscreen is available on the M377dw, M426, M477, M527, and M577 MFPs and select models of the M402, M452, M506, and M553 printers.

¹⁵ The 550-sheet paper tray is standard on the HP LaserJet Pro M501 series and the Enterprise M500 series. It is optional on the Pro MFP M377dw and the Pro M400 series. It is not supported on the Pro M200 series.

¹⁶ Based on ISO/IEC 19752 and ISO/IEC 19798 cartridge yields for HP 131A, 507A, 55X, 80X, and 305A/X compared with HP 201X, 508X, 87X, 26X, and 410X Original HP Toner cartridges. Learn more at hp.com/go/learnaboutsupplies.

¹⁷ As compared with cartridge gauges for predecessor products.

¹⁸ As compared with previous generation of HP LaserJet printers.

¹⁹ As compared with previous generation of HP LaserJet toner cartridges.

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