

IPG New Product Channel Sales Guide

Mono

Single function



HP LaserJet P1006 Printer

WHAT DO YOU HAVE TO SAY?

Launch:
Jan 2008
Replaces:
HP LaserJet
1020

From £76 Ex. VAT

Part No	Model
CB411A	HP LaserJet P1006

Key features

- 150 sheet input, 10-sheet priority feed slot
- USB 2.0 Hi Speed
- FastRes 600
- 5,000 pages per month duty cycle
- Host based
- 700 page introductory cartridge

What's new?

- 16 ppm (HP LaserJet 1020: 14 ppm)
- <8.5 secs first page out (HP LaserJet 1020: <10 seconds)
- 8 MB memory (HP LaserJet 1020: 2 MB)
- New chemically prepared toner
- Ultra compact size W 347 x D 224 x H 194 mm (HP LJ 1020: W 370mm x D 242mm x H 209mm)
- 266 MHz processor (HP LJ 1020: 234 MHz)
- Print Job Cancel button

Target customers

1. Personal office (1 - 3 people)
2. Small business
3. Home office

Why choose this printer?

Do you have a limited budget?

LaserJet quality and reliability at an incredibly low price.

Limited space?

A small and quiet device that can be placed everywhere.

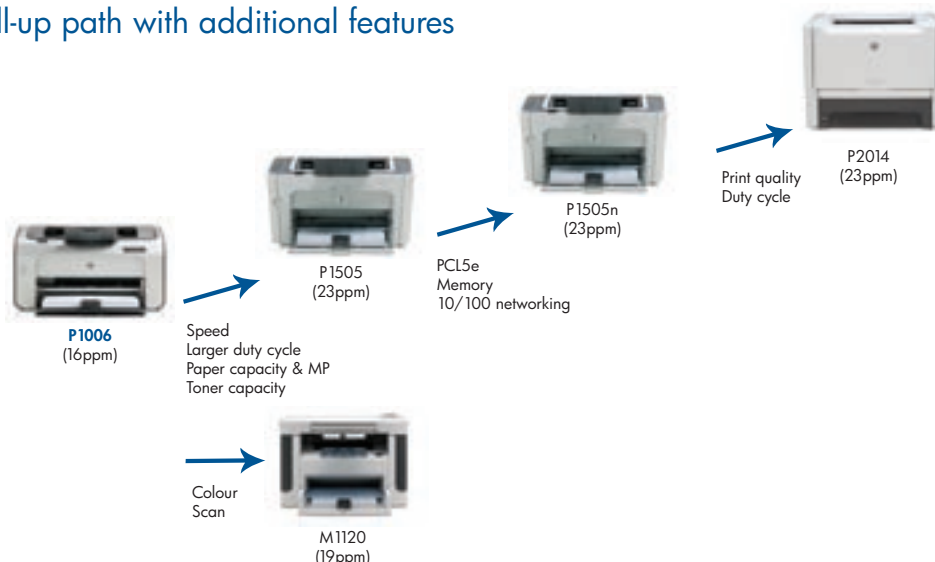
Do you require simplicity and reliability?

Easy to set-up, use and maintain; idea; with little of no IT support.

Need to produce professional documents?

Capability to print quality and text-heavy documents.

HP LaserJet sell-up path with additional features



Competitor comparison¹

	HP LJ P1006	Epson 6200L	KMinolta 1400W	Lexmark E120n
Save time and improve productivity				
Processor	266 MHz	48 MHz	48 MHz	183 MHz
First page out	9 seconds	21 seconds	23 seconds	20 seconds

¹based on internal HP testing

Marketing information



Copy blocks

These marketing copy blocks are designed to help with your customer messaging. Just use the copy from these paragraphs in your own communications to help promote the benefits of HP LaserJet P1006 Printer.

Correct product title

HP LaserJet P1006 Printer.

20 word description

Ideal for personal use, this quiet, ultra-compact HP laser printer is sleek in its space-saving design, perfect for desktop use.

100 word description

Have it all – HP LaserJet quality at an affordable price; ideal for new business start-ups and home use.

This reliable LaserJet will meet both your budget and space requirements without compromising on print quality. Enjoy fast print speeds, easy to set-up, use and maintain; its sleek, compact design saves valuable desktop space and ideal for personal use.

Create high-quality documents at your desktop, making the most of your office space, and productivity and efficiency if maximised with fast print speeds and first page out. Capable of producing professional documents with printing text-heavy outputs such as reports, letters, labels and invoices.

Product images

For your own customer communications, you may wish to include product photography. So to help you find the right images quickly and easily in the HP Image and Video Library (HP IVL), detailed below are product shots together with the HP Document Number. To access the HP IVL please go to www.hp.com/go/ivl

Top view Front view
G6546026042007 G6546015042007



Main image: G7357002072007

Ordering Information

Supplies	
CB435A	HP LaserJet Black Print Cartridge (1,500 standard page yield)*
Media Supplies	
CHP110	HP Office Paper 80 g/m ² -A4/210 x 297 mm/500 sheet
CHP210	HP Printing Paper 80 g/m ² A4/210 x 297 mm/500 sheet
CHP810	HP Recycled Paper 80 g/m ² A4/210 x 297 mm/500 sheet

HP Care Packs

UG206E	HP Standard Exchange, Hardware Support, 3 year
UG086E	HP Next Day Exchange, Hardware Support, 3 year

Networking/Communication

Q6275A	HP USB Network Print Adapter
Miscellaneous Accessories	
Q6259A	HP Wireless Printing Upgrade Kit

For a complete list of supplies, accessories and services, please refer to <http://www.hp.com/uk/smb>

*ISO/IEC 19752 standard for toner cartridge yield

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