



HP: your #1 choice for a complete marketing collateral solution



## Maximize your marketing investment with tools designed to help you customize and control your content.

HP offers the broadest line of products and solutions designed to work together to help you create and print anything from brochures, newsletters, and price lists to ads, fliers, and postcards. Revise and update your materials as needed and print only the amount you need, saving time, money, and resources.

You decide the best way to print and manage your marketing materials with HP's web-based tools. HP offers classes, templates, images, graphic design support, and more to help you achieve outstanding creative results. For more information, visit [www.hp.com/go/inhouse](http://www.hp.com/go/inhouse).

### More choice and flexibility than any other source

- Learn and plan** **Step-by-step how-to guides** help you create marketing brochures, run a direct mail campaign, and much more!  
**Free online classes** cover such topics as Adobe Photoshop® or Microsoft® Word.

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- Create** **Content tools** such as free business templates<sup>1</sup> and free business identity kits help you create a consistent look for your business. Use HP's royalty-free image library or get great deals on images through HP's partnership with iStockphoto. Find editable, professional templates at low prices at StockLayouts via HP.  
**Design services:** LogoWorks by HP provides designer talent at bargain prices, offering customized logos, websites, stationery, and brochures quickly and affordably.

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- Produce** **HP imaging systems:** Color Inkjet devices and Color LaserJet printers are designed to work together with HP ColorSphere toners and Vivera inks and with HP media, from basic papers to specialty media.  
**Free HP Marketing Resource software<sup>2</sup>** includes HP's print cost calculator so you can compare prices and choose the best printing method, and HP's Print View that allows you to change print settings and immediately see how those changes affect your document, saving money and preventing waste by eliminating unnecessary test drafts.

### Save over 50 percent by printing in-house



Professional print shops may be cost-efficient for long runs. But for short runs, printing in-house can save over 50 percent, based on average retail pricing for quantities up to 5,000 pages.<sup>3</sup> When you think about the

number of short runs you produce every year, the savings can add up fast. Consider the cost of producing 500 copies of an 8.5" by 11" two-sided brochure using a quick print shop, versus printing in-house:

Print shop average using standard gloss 44# to 48# (160 to 180 g/m<sup>2</sup>) stock

**Cost: \$530**

Printed on HP Color Laser Brochure Paper (44# glossy) using an HP Color LaserJet CP3505 printer and HP toner

**Cost: \$220 Savings: \$310**

Printed on HP Brochure and Flyer Paper (48# glossy) using an HP Officejet Pro L7680 series AiO and HP Vivera Office ink

**Cost: \$250 Savings: \$280**

<sup>1</sup> Find free, easy-to-use HP templates at [www.hp.com/go/templates](http://www.hp.com/go/templates).

<sup>2</sup> HP Marketing Resource software available with certain HP color laser printers. See [www.hp.com/go/ihm](http://www.hp.com/go/ihm) for the complete list.

<sup>3</sup> Source: InfoTrends' U.S. Cost of Print study. Go to [www.hp.com/go/ihm](http://www.hp.com/go/ihm) for more details.

# Get print shop quality with HP's leading solutions.

## Designed to work together

HP printers, toner, inks, and paper are designed and tested together for optimal results. Produce premium-quality marketing materials that rival those from print shops.

## Printers and multifunction products

It's easy to look your best with HP's reliable imaging systems that produce professional looking documents every time. Simple design and intuitive interfaces and tools make HP devices easy to use. With features like automatic two-sided printing and Auto Sensing, HP makes it simpler for you to print your marketing materials. HP products are also designed to save power, paper, and supplies through such technology as Smart Web print and Instant-on Technology.

## Supplies

Count on HP supplies to deliver industry leading color print quality. HP ColorSphere toners provide a wide range of colors resulting in brilliant, high-quality color documents, and realistic photos and images. HP Vivera office inks deliver bright, true colors for professional-looking graphics, superior color photos, and sharp, black laser-quality text.

## Business Communication Papers

Available in a range of weights and finishes for both inkjet and LaserJet printers, HP Business Communication Papers are a cost-efficient solution for the marketing materials that you produce most often, including flyers, tri-fold brochures, newsletters, price lists, and more.

HP printers can uniquely handle heavyweight paper for professional-looking covers and flyers. HP toner is specially designed to work with our new high gloss paper for premium results.

HP offers a wide portfolio of color laser and inkjet products, with a broad set of prices, features, capabilities, and performance, including:

### Color LaserJet printers

HP Color LaserJet  
CP3505 Printer series



1,500 to 5,000  
pages per  
month

- Consistent high print quality with our superior imaging technology and HP ColorSphere toner
- High performance with Instant-on Technology—complete your printed materials faster
- Support for heavyweight paper up to 44# (160 g/m<sup>2</sup>)
- Easy to use software eliminates test drafts and includes a tool to help estimate the cost of printing a job<sup>4</sup>
- Simple maintenance with fewer replacement parts, a vertical in-line design with a single access point, and all-in-one print cartridges

HP Color LaserJet  
3600 Printer series



1,000 to 3,000  
pages per  
month

### Color inkjet products

HP Officejet Pro  
L7000 Color  
All-in-One series



500 to 1,500  
pages per  
month

- Outstanding color and laser-quality black with HP Vivera office inks
- Support legal size scanning and printing and automatic two-sided printing
- Fast print speeds—up to 36 ppm black, 35 ppm color with Laser quality speeds up to 12 ppm black, 10 ppm color<sup>5</sup>
- Superior borderless photo quality on photo paper and glossy brochure paper
- Versatile media support for paper sizes from 3" by 5" to legal, weights up to 53# (200 g/m<sup>2</sup>), and a wide range of papers from plain paper to specialty media

HP Officejet Pro  
K5400 Printer series



500 to 1,500  
pages per  
month

<sup>4</sup> HP Marketing Resource software available with certain HP color laser printers, including the HP Color LaserJet CP3505 Printer series. See [www.hp.com/go/ihm](http://www.hp.com/go/ihm) for the complete list.

<sup>5</sup> After first page; see [www.hp.com/go/inkjetprinter](http://www.hp.com/go/inkjetprinter) for details. Laser Quality Speed is an HP measurement method representing the print speed of typical office documents in default mode. Test methods may vary.

Buyer's Laboratory, Inc. gave the HP Color LaserJet CP3505dn Printer a "Best Picks" award for Outstanding Small Workgroup Color Printer