



## Hewlett-Packard Company 2011 Color Printer Line of the Year



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Because five of its six color printer-based devices lab tested over the past year not only earned the “Highly Recommended” seal, but were “Picks” too, HP is the clear-cut winner of BLI’s “2011 Color Printer Line of the Year” award. “HP is richly deserving of this accolade, as its devices consistently offer a powerful package of performance, ease of use and, most importantly, overall economy,” said BLI Senior Printer Analyst Marlene Orr. “The achievement is a testament to HP technology and innovation, from one end of the portfolio to the other, for customers at every level.”

Manufacturers must submit at least one device for lab testing in each of the “Pick” segments—personal through large workgroup/departmental—to qualify for this prominent and celebrated award, and BLI considers many factors when selecting the “Line of the Year.” The devices that have helped HP take home this award include the LaserJet Pro CP1525nw Color Printer, “Outstanding A4 SOHO Color Printer,” Winter 2011; Color LaserJet CP4025 Series, “Outstanding Mid-Size Workgroup Color Printer,” Summer 2010; Color LaserJet Enterprise CP5525 Series, “Outstanding A3 Color Printer for Large Workgroups,” Winter 2011; LaserJet Pro CM1415 Color MFP Series, “Outstanding A4 SOHO Color MFP,” Winter 2011; and Officejet Pro 8500A e-All-in-One Series, “Outstanding A4 Business-Class Inkjet All-in-One,” Winter 2011. Rounding out HP’s award-winning color product line are the Color LaserJet CP4525 Series, Officejet Pro 8000 Series and Officejet Pro 8500 Series, which all claimed “Pick” awards in 2009. The Color LaserJet CM3530 Series, Color LaserJet CP3525 Series, Color LaserJet CP6015 Series and Color LaserJet CM6040MFP all won “Picks” in 2008. So in total, there are 13 BLI award-winning color devices in HP’s line.

“HP is honored to receive the prestigious ‘Color Printer Line of the Year’ from Buyers Lab,” said Ron Coughlin, senior vice president, LaserJet and Enterprise Solutions with HP’s Imaging and Printing Group. “Over the past year, we have introduced a series of innovations across our product lines, including the world’s first web-connected laser printer and the most energy-efficient laser printer on the planet. Our color lasers enable our customers to produce high-quality marketing materials and photographs, and feature common user interfaces, making them easy to use as well. This recognition by BLI recognizes HP’s commitment to delivering breakthrough innovation for our customers.”

### Reliability

As BLI continues to perform the most exhaustive third-party durability testing in the industry, the Reliability certificate included in the lab reports is our stamp of approval that, indeed, hardware can withstand the rigors of day-to-day usage in environments that a specific device is intended to serve. Most impressive, then, is that the 18 color HP devices tested since 2008 ran a cumulative sum of 641,000 pages with only four misfeeds, or one misfeed for every 160,250 impressions, and none of them required service. “An amazing feat, no doubt,” said BLI Associate Editor Carl Schell. “While some manufacturers claim perfect reliability to be the best thing about their devices, HP supplements its sterling durability showing with an array of performance-enhancing features that, when you boil them down, equal tremendous value.”

### Ease of Use

Ease of use is a strength of HP. At the desktop, programming jobs via the drivers is simple, and the HP Universal Print Driver—available as a download on the company’s Web site—gives users the luxury of printing to nearly any HP device on the network from a single interface. Routine maintenance is also a snap, from adjusting drawers to loading paper, clearing jams to replacing toner or ink cartridges.

For walkup activity, HP MFPs offer simple navigation of the display. “In particular, the color touch screen on the LaserJet Pro CM1415fnw is great, and a rarity at this price point,” said BLI Test Technician Joe Ellerman. The layout is slick and modern, with icons and text, “but what I like most about it is how quickly you can scan a document to a USB stick, or print one for that matter. This feature is handy for salespeople or real estate agents, who oftentimes need to print a presentation or photos of a house and then hit the road.”

### Image Quality

The LaserJet Pro CM1415fnw also stands out for the color print quality it provided throughout testing: Colors in graphs and charts were vibrant and eye-catching, photographic output was smooth, and like the other HP devices evaluated in our lab over the past year, the gamut remained consistent from the first page to the last. So what does this mean? “Well, with this unit, businesses can print brochures and other marketing collateral in-house, rather than having to outsource jobs, which saves time and money,” Ellerman commented.

In terms of black print quality, the Color LaserJet CP4025dn, Color LaserJet Enterprise CP5525xh and LaserJet Pro CM1415fnw provided samples that were rated very good. Text and line art were crisp, and halftones could be seen over a broad range; the LaserJet Pro CM1415fnw also output dark solids, while coverage within grayscale levels had no evidence of graininess. And even with competitive black print quality from the LaserJet Pro CP1525nw and Officejet Pro 8500A e-All-in-One, “Whether it’s in the smooth transitions from lights to darks in black-and-white photos or the clean, readable text, these HP devices deliver the quality business users need,” Ellerman said.

### Productivity

Keeping up with the demands of busy workgroups is essential because, if a device fails to do so, it will be replaced by one that can—and quickly. Fortunately, this won’t be a concern with the Color LaserJet CP4025dn and Color LaserJet Enterprise CP5525xh. With the former, productivity earned a very good rating in color and black modes. “This is a huge deal,” Schell said. “Fast speeds when printing our job stream in color with the PCL driver, as well as in black with the PCL and PostScript drivers, speak volumes about just how productive this unit can be. Throw in fast first-print times for the three color test files and when coming out of overnight sleep mode and you have a device that practically pays for itself in worker productivity.”

What’s interesting about the Color LaserJet CP5525xh is that duplex print productivity in multi-set testing was actually better than in simplex mode. Based on BLI data, the drop-off in efficiency from 1:1 to 1:2 is typically 40 to 50 percent, “so this is off-the-charts outstanding because it means businesses don’t have to sacrifice worker productivity to be ‘green,’ making it that much easier to default to duplex output company-wide,” Schell concluded.



Ron Coughlin, Senior Vice President, LaserJet and Enterprise Solutions with HP's Imaging and Printing Group

## Environmental

With the exception of the base model in all the series described here, automatic duplexing is standard and contributes to less paper waste. Every device in the “Pick”-winning families is ENERGY STAR-qualified, save for the “n” versions of the Color LaserJet CP4025 and Color LaserJet Enterprise CP5525. Users can conserve toner or ink by printing in draft mode. Also noteworthy is that HP claims its Instant-on Technology requires less energy to reach fusing temperature. Finally, businesses can recycle depleted cartridges through HP Planet Partners, with the use of prepaid shipping labels.

## Adding to the Package...

HP ePrint Technology allows printing from smart phones and tablet PCs by e-mailing documents to an ePrint-capable device. “Definitely a nice feature to have in today’s increasingly mobile business world,” Schell said. The “nw” versions of the LaserJet Pro CP1525 and LaserJet Pro CM1415 include standard wireless connectivity, while the same is true of the “fnw” of the latter series. “All devices are also compatible with HP Web Jetadmin, which is a powerful and flexible tool that makes it simple to manage a mixed fleet of hardware on the network.”

## The Bottom Line

Numerous factors affect overall TCO, not just acquisition price or supplies cost per page. To really understand the overall value proposition of a device or a fleet, users must consider some of the more intangible items like flexibility of devices and options, and ways of managing those devices to maximize ROI, too.

In terms of flexibility, HP is keenly aware that each market has sub-markets, and it’s because of this understanding that HP offers different “bundled” versions of its products to better meet different customer needs. For management, Web Jetadmin ranks as the top fleet management utility, allowing administrators to monitor and troubleshoot devices, configure user permissions to limit access to specific functionality (such as color printing and copying), and set devices to go into sleep mode after a short period of inactivity or at predetermined times (such as nights and weekends), to further reduce cost of ownership.

HP’s Color Access Controls allow for comprehensive management and control of color printing and copying done on HP devices. By using the embedded Web utility, Web Jetadmin and the Universal Print Drivers, administrators can further limit or prohibit color usage, which controls costs and can, in turn, increase savings. “These ‘controls’ are clearly the most comprehensive, and HP stands as one of the few that allow administrators to restrict color access by application,” Orr said. “With this capability, businesses can ensure that users aren’t wasting toner by unnecessarily printing out color pages from the Web, for example.

“Flexibility in the business world is always key, whether it’s selecting the right mix of options or getting a fleet of devices to ‘behave properly’ on the network,” Orr said. “HP offers some of the best management utilities we’ve seen in our lab, that allow administrators to not only monitor and limit color output, but to also manage when devices in the fleet should go to sleep to save energy and lower operating costs.”

We congratulate HP on winning BLI’s “2011 Color Printer Line of the Year” award.

## About BLI's Picks

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests, and once each year, it acknowledges the vendors whose overall product lines are judged to be the best in their respective categories by virtue of their cumulative test results. In order for a vendor to be considered for "Line of the Year," products in each market segment must have been tested by BLI. In addition, the breadth of the vendors' product line is considered.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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