

IPG New Product Channel Sales Guide

Mono

Multifunction



HP LaserJet M1120 MFP series

Launch:
Jan 2008
Replaces:
**HP LaserJet
M1005 MFP**

From £109 Ex. VAT

Part No	Model	Additional Features
CB537A	HP LaserJet M1120 MFP	
CC459A	HP LaserJet M1120n MFP	Network ready

Key features

- Print, copy and scan
- Hi-Speed USB 2.0
- 32MB RAM
- Host based
- 230 MHz processor
- 1,000 page introductory cartridge

What's new?

- 19 print ppm
(HP LaserJet M1005 MFP 14 ppm)
- <7 seconds first page out
(HP LaserJet M1005 MFP: <10 seconds)
- 250 sheet input/ 125 output
(HP LaserJet M1005: 160/100)
- 8K duty cycle
(HP LaserJet M1005 MFP: 5K)

WHAT DO YOU HAVE TO SAY?

Target customers

1. Personal office (1 - 3 people)
2. Professional individuals in small medium businesses

Why choose this printer?

Do you need to print, copy and scan but have limited space?

One device that does it all.

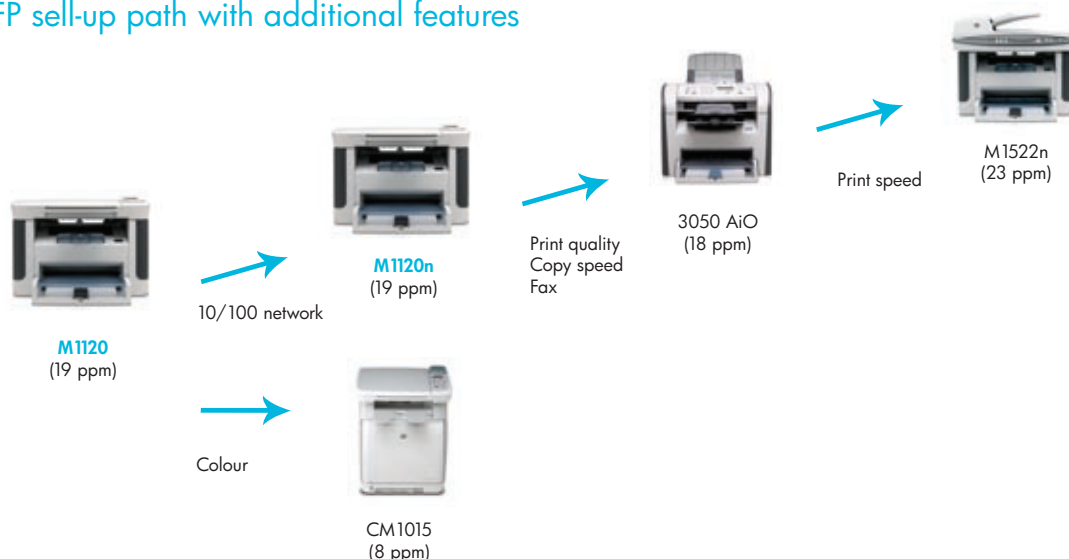
Do you need simplicity?

Easy installation and use with minimal user intervention.

Do you need to improve efficiency and productivity?

Fast print and copy speeds from PowerSave eliminates waiting time.

HP LaserJet MFP sell-up path with additional features



Competitor comparison¹

	HP LaserJet M1120	Samsung SCX-4200	Samsung SCX-4500	Xerox WC3119
Save time and improve productivity				
Print pages per minute (A4)	19	18	16	18
Copy pages per minute (A4)	19	18	16	18
First page out*	<7 seconds	36 seconds	15 seconds	36 seconds
Memory	32MB	8MB	8MB	8MB
Resolution (print/copy)	FastRes 1200 / 600 x 600	600 x 600 / 600 x 600	600 x 600 / 600 x 600	600 x 600 / 600 x 600

¹ based on internal HP testing

* from powersave, 60 minutes idle

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 M1120 MFP series.

Correct product title

HP LaserJet M1120 MFP series.

20 word description

Perfect for micro and small businesses. Save time and improve productivity with this affordable, easy to use Print-Copy-Scan multifunction printer.

100 word description

Multi-task efficiently: print, copy and scan with just one device. This MFP is perfect for micro and small businesses that want a basic, easy-to-use MFP that is incredibly reliable, and comes at a great price.

Conveniently copy various materials, including bound documents like books and reports, with the flatbed scanner. Overall productivity is greatly improved with this MFP with fast first page, rapid print and copy speeds with consistent print quality every time.

Spend more time on your business - this HP MFP's intuitive features makes work simpler than ever: easy to install, use and maintain, reliable and trouble-free.

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
G6802002062007

Front view
G6802004062007

Side view
G6802010062007

Side view
G6802006062007



Main image: G6802018062007

Ordering Information

Supplies

CB436A HP LaserJet Black Print Cartridge (2,000 standard page yield)*

Media Supplies

CHP110 HP Office Paper 80 g/m² A4/210 x 297 mm/500 sheet

CHP210 HP Printing Paper 80 g/m² A4/210 x 297 mm/500 sheet

CHP810 HP Recycled Paper 80 g/m² A4/210 x 297 mm/500 sheet

HP Care Packs

UG086E HP Care Pack, Next Business Day Exchange Service, 3 years

UG206E HP Care Pack, Exchange Service (standard turn around time), 3 years

Cables

C6520A HP USB Cable, 3m

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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