

IPG New Product Channel Sales Guide

Colour

Single function



HP Officejet Pro K5400 Color Printer series

WHAT DO YOU HAVE TO SAY?

K5400n Launch: March 2008
Replaces:
HP Officejet Pro K5400 Color Printer base model

From £84 Ex. VAT

Part No	Model	Additional Features
CB9282A	HP Officejet Pro K5400n	
C8185A	HP Officejet Pro K5400dn	Duplex
C9277A	HP Officejet Pro K5400dtn	Duplex, extra tray

Key features

- Network ready
- Duty cycle up to 7,500 pages per month
- Duplex printing (dn and dtn models only)
- 250 sheet input
- 32 MB memory
- 192 MHz processor

What's new?

- Built-in Ethernet networking on all models
- Up to 36 ppm black/ 35 ppm colour (draft mode)
- Fade resistant prints with HP Vivera inks

Target customers

1. Small business (1 - 5 people)
2. Small workteams in the office environment
3. Home office

Why choose this printer?

Do you need professional print quality at an affordable cost?

Laser-like printing quality at 50%¹ lower cost per page than laser printers.

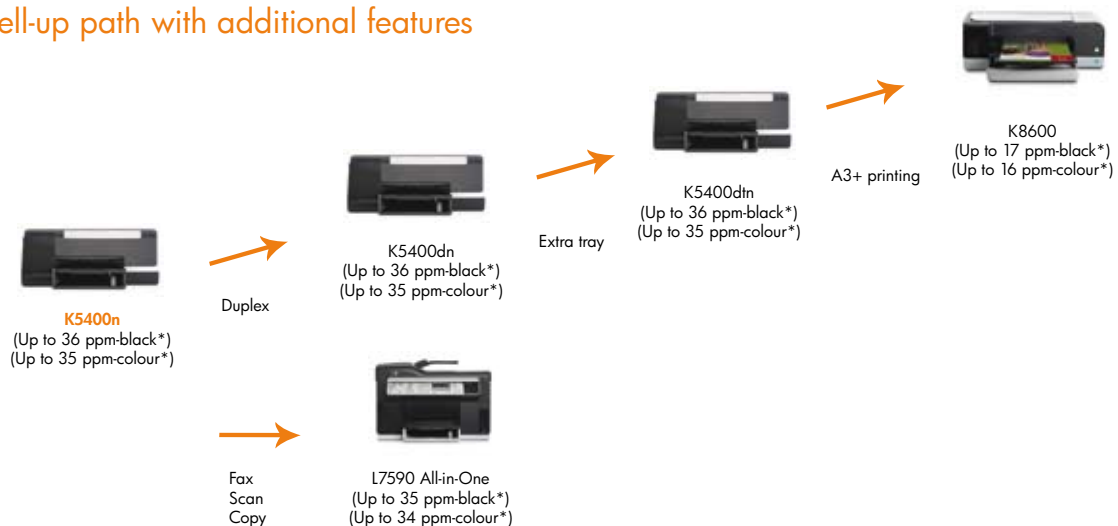
Do you require a reliable, high-speed and high volume printer?

Get fast high-volume printing with consistent performance without compromising on quality.

Do you need to network a small work team?

Supports basic networking for up to 5 users.

HP Officejet sell-up path with additional features



* Based on an A4 size, draft page
Cost per page (CPP) laser supplies comparisons based on published specifications of the majority of manufacturers' of the highest capacity cartridges available for color laser AiOs under \$750 and laser printers under \$300, as reported by Current Analysis West, an NPD Group Company, as of September 2007. Officejet CPP based on Officejet Pro printers and AiOs and HP 88XL Officejet Ink Cartridges and estimated street price and published yield for color prints. Results may vary.



Competitor comparison¹

	HP Officejet Pro K5400n	Dell Colour Laser Printer 1320c	Brother HL-4040CN	Samsung CLP-600N
Resolution				
Unenhanced (HxV)	1200 x 1200 dpi	600 x 600 dpi	600 x 600 dpi	600 x 600 dpi
Enhanced (HxV)	4800 x 1200 dpi	2400 IQ	2400 x 600 dpi	2400 x 600 dpi
Paper Handling				
Paper Weights	16-lb bond to 100-lb index	16-lb to 80-lb bond	16-lb to 28-lb bond	16-lb to 24-lb bond
Automatic Duplexing	Optional	None	Yes	None
Additional information				
Weight (Base Unit)	19.4 lbs	37.8 lbs	64.2 lbs	62.8 lbs
Power Consumption (Printing)	180W	265W	510W	450W

¹based on internal HP testing

Marketing information



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

Front view
G8053002122007

Side view
G8053003122007

Side view
G8053004122007



Main image: G8379008012008

Ordering Information

Supplies

C9385AE	HP 88 Black Officejet Ink Cartridge (850 standard page yield)*
C9386AE	HP 88 Cyan Officejet Ink Cartridge (860 standard page yield)*
C9387AE	HP 88 Magenta Officejet Ink Cartridge (1,070 standard page yield)*
C9388AE	HP 88 Yellow Officejet Ink Cartridge (830 standard page yield)*
C9391AE	HP 88XL Cyan Officejet Ink Cartridge (1,750 standard page yield)*

C9392AE	HP 88XL Magenta Officejet Ink Cartridge (2,050 standard page yield)*
C9393AE	HP 88XL Yellow Officejet Ink Cartridge (1,510 standard page yield)*
C9396AE	HP 88XL Black Officejet Ink Cartridge (2,450 standard page yield)*
C9381A	HP 88 Black and Yellow Officejet Printhead
C9382A	HP 88 Magenta and Cyan Officejet Printhead

Media Supplies

CHP710	HP All-In-One Printing Paper 80 g/m ² - A4/210 x 297 mm/500 sheet
---------------	---

C1825A	HP Bright White Inkjet Paper 90 g/m ² - A4/210 x 297 mm/500 sheet
---------------	---

CHP610	HP Everyday Inkjet Paper 80 g/m ² - A4/210 x 297 mm/500 sheet
---------------	---

HP Care Packs

UG075E	HP Next Day Exchange, Hardware Support, 3 years
---------------	---

UG198E	HP Standard Exchange, Hardware Support, 3 years
---------------	---

Cables

C6520A	HP USB Cable, 3m
Q6264A	HP 1.8m USB cable

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 Officejet Pro K5400 Color Printer series.

Correct product title

HP Officejet Pro K5400 Color Printer series.

20 word description

Ideal for small and home business customers looking for a fast, professional quality and high volume business printing solution.

100 word description

An affordable high performance colour printer that is ideal for home and small office customers who demand professional printing quality without paying the price of a laser printer.

The HP Officejet Pro K5400 Color Printer series with HP Vivera Inks delivers vibrant colour, crisp black text and fade resistance printing quality that is perfect for presentation and achieve documents. Also enjoy cost effective and fast high volume printing on this consistent and reliable printing system.

For working environment with up to 5 workstations, the HP Officejet Pro K5400 Color Printer series with built-in Ethernet networking is your best printing solution.

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

*yield value in accordance with ISO/IEC 24711

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

