



**Super capable.  
Super compact.**



LaserJet M200 series  
With HP+: Printing made brilliantly simple



## Printing made brilliantly simple

HP+ is HP's simplest printing solution that makes printing easier with always-on, always-connected printers that never run out of ink or toner<sup>1</sup>, an app that helps you get more done, and the superior print quality that comes from exclusive use of Original HP Supplies.

HP LaserJet 200 series is our first printer with HP+, providing customers with 6 months of free printing, up to 50% savings with HP Instant Ink, an additional year of HP warranty and advanced HP Smart app solutions, and Forest First sustainable printing—all for using Original HP Toner.<sup>3,4</sup>

In the future, HP+ will expand to additional hardware and solutions, including HP LaserJet 300 series, mobility and security features, and more.



## Printing made brilliantly simple

HP+ makes printing easier with always-on, always-connected printers that never run out of ink or toner, an app that helps you get more done, and the superior print quality that comes from using only Original HP Supplies.



### Better connected, always ready with HP+<sup>16</sup>

With HP+, get fewer printer interruptions with new connected cloud that automatically detects and fixes connectivity issues.



### Never run out of ink with HP Instant Ink<sup>13</sup>

Enroll to get ink or toner, plus hassle-free delivery, and recycling all starting at \$1.99 a month. 6 months free trial with HP+.



### Get more done with advanced HP Smart app features

With HP+, scan multi-paged documents more easily, and save time with pre-programmed Shortcuts.



### Investing in forests with every print<sup>15</sup>

With HP+, your printer supports Forest First sustainable printing. For every page printed, we invest in the protection and management of healthy forests.



Never run out with HP Instant Ink. Get toner, plus hassle-free delivery, and recycling, all starting at \$1.99 a month.<sup>2</sup>



### Select a printing plan

Print a little or a lot—there's an option for everyone. Your subscription includes toner, hassle-free delivery, and prepaid recycling.



### We ship you toner at no extra cost

When toner levels are low, we automatically ship a new cartridge. Cartridges are shipped before you need them, so you never run out.<sup>5</sup>



### Enjoy total flexibility

You can cancel or change your plan anytime.<sup>6</sup> If you don't use all of your pages, they automatically roll over to the next month.<sup>7</sup>

## TONER PLANS

**50 Pages**  
a month  
**\$1.99**

**100 Pages**  
a month  
**\$3.99**

**400 Pages**  
a month  
**\$13.99**

**Print more in a month?**  
Get an additional 10–15 pages for just \$1.<sup>6</sup>

**Print less in a month?**  
Roll over up to 3x the number of pages in your plan.<sup>7</sup>

**800 Pages**  
a month  
**\$19.99**

**1500 Pages**  
a month  
**\$25.99**





HP LaserJet M200 series

**Super versatile.  
Super compact.**

A high-productivity, high-quality compact MFP with the **fastest two-sided printing** in its class and the **time-saving HP Smart app** to print and scan anywhere.<sup>1,8</sup> Count on more **reliable connections** with Dual-band Wi-Fi® with self-reset, and a worry-free experience with **strong security**, simplified setup, and **intuitive controls**.<sup>2</sup>

**Includes HP+**, HP's simplest printing solution – up to \$150 of added value with the exclusive use of Original HP Toner.<sup>14</sup>

Ideal for teams of 1-5 users printing 200-2,000 pages per month.

# Key Selling Points



## Work fast. Work smart.

Increase productivity with the fastest two-sided printing in its class and Dual-band Wi-Fi with self-reset—all from a compact MFP.<sup>1,2</sup>



## Stay productive from anywhere

Get high-quality scanning from your phone—plus print, and save time with Shortcuts—using HP Smart, best-in-class print app.<sup>8,9</sup>



## Easy to set up, easy to use

Easily knock out projects with seamless setup and smart-guided buttons and lighting for an intuitive printing experience.



## Printing made brilliantly simple

With HP+, get HP's simplest printing solution and up to \$150 of added value with exclusive use of Original HP Toner.<sup>14</sup>



## Investing in forests with every print<sup>15</sup>

With HP+, your printer supports Forest First sustainable printing. For every page printed, we invest in the protection and management of healthy forests.

# For Growth-Minded Small Business Owners

This persona needs simple, proven solutions to help them be more productive and focus on growing their business.



## Professions

Accountants, lawyers, financial advisors, real estate agents, notaries, doctors, etc.

## Attitude toward technology

Believes in leveraging tried and tested technology to drive his business. Not an early adopter and not likely to get caught up in hype cycles.

## Printing behavior

### Prints to

- Manage everyday business documents
- Feel more professional
- Stay organized, productive
- Multitask

### Challenges

- Printing takes too much effort
- Disappointed in results
- Concern for environment

## Print and scan activities

- Organize day-to-day finances
- Manage business records
- Business travel, expense reports
- Client, employee communications

## Volume

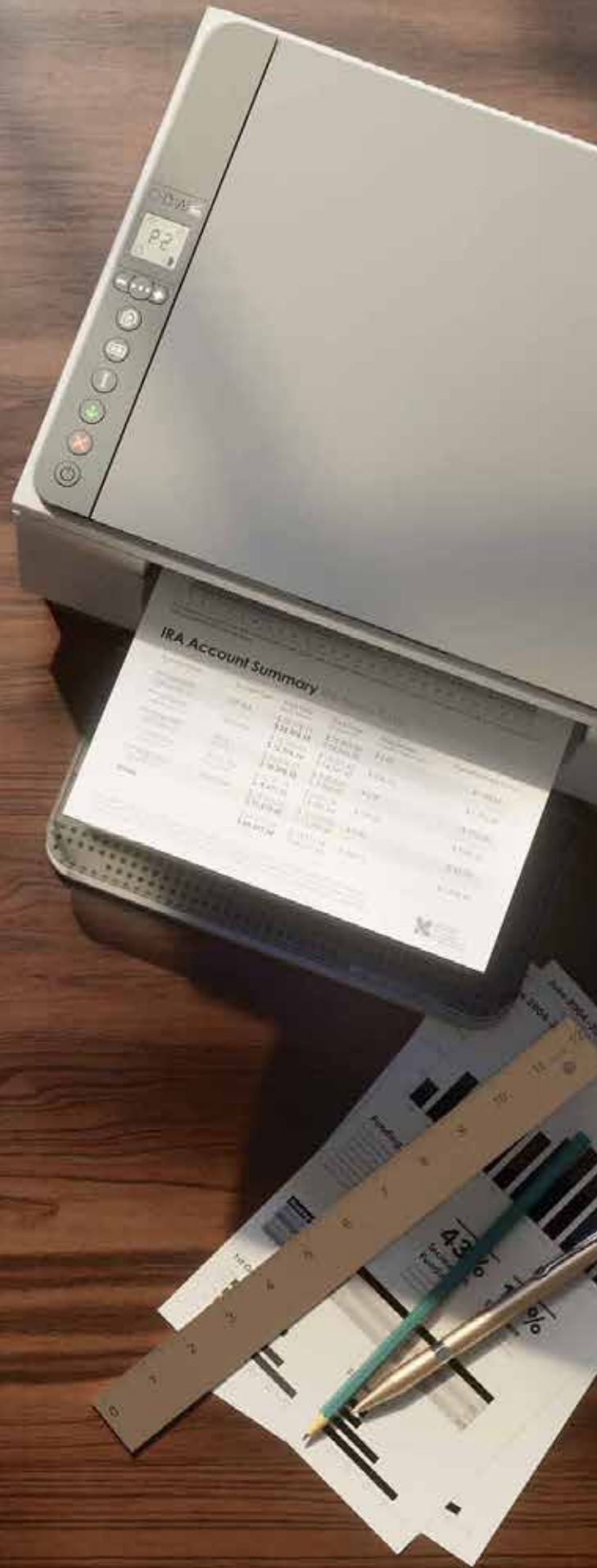
100–400 pages per month (black and white)



# Work fast. Work smart.

Help save time and reduce interruptions with a compact, versatile printer or multifunction printer. Increase productivity with the fastest two-sided printing in its class and optional Dual-band Wi-Fi® with self-reset.<sup>1,2</sup> Finish jobs fast with rapid print speeds.

- Fastest two-sided printing in its class<sup>1</sup>
- Compact size
- Dual-band Wi-Fi with self-reset<sup>2</sup>
- Wi-Fi Direct® printing<sup>9</sup>
- 150-sheet capacity
- Multifunction performance
- Ethernet networking







# Stay Productive from Anywhere



Stay on top of your business. Get high-quality scanning from your phone—plus print, and save time with Shortcuts—using the best-in-class print app.<sup>8,10</sup> You can even organize documents 50% faster.<sup>10</sup>

## Features

- Scan on-the-go<sup>8</sup>
- Print documents and images from your smartphone<sup>8</sup>
- Make copies from your smartphone<sup>8</sup>
- Create Shortcuts for frequently performed tasks<sup>8,10</sup>

# Easy to set up, easy to use

Smart, intuitive, ready to get to work. Easily knock out projects with seamless setup and smart-guided buttons and lighting for an intuitive experience. Plus, count on HP quality and reliability page after page, and get basic encryption and password protection to help maintain privacy and control.

## Features

- Seamless setup
- Smart-guided lighting
- Uncompromising laser quality
- Built-in security

## Light-bar color changes to indicate the printer status





## Investing in forests with every print<sup>15</sup>

With HP+, your printer supports Forest First sustainable printing. For every page printed, we invest in the protection and management of healthy forests.

### Other sustainability features

- Up to 20% less energy than previous model
- Auto-On/Auto-Off Technology
- HP FSC®-certified paper

# HP Smart app



## Amazing scanning, now on your smartphone

Get high-quality scanning, and share to Dropbox, Google Drive, email, or the cloud— from virtually anywhere.<sup>8</sup>

## Printing just got more productive

Quickly access and print documents and images from anywhere with the HP Smart app, including Dropbox and Google Drive.<sup>8</sup>

## Smartphone notifications

Get notifications when printing, scanning, or copying from your smartphone.<sup>8</sup>

## Easily make copies from your smartphone

Take a photo as a copy and send it to your printer from virtually anywhere.<sup>8</sup>

## Customizable Shortcuts on your phone

Eliminate steps in repetitive tasks with customizable Shortcuts—print, scan to the cloud, share, and email in just a tap.<sup>8,10</sup> Just tap Shortcuts in the HP Smart app to create a shortcut that is available on your phone.<sup>8,10</sup>

## Automate scanning tasks and save time

Process expenses in half the time with Shortcuts in the HP Smart app.<sup>8,10</sup>

## Your printer essentials in one place

Get all your printer information in one place with a convenient dashboard in HP Smart app.<sup>8</sup>

# LaserJet 200 series lineup

Spring  
'21



LaserJet  
M209dwe

Fall  
'20




LaserJet MFP  
M234dwe

Fall  
'20



LaserJet MFP  
M234sdwe

Positioning	Super capable. Super compact.	Super versatile. Super compact.	Super productive. Super compact.
Best for	Regular, high-performance black-and-white printing	Regular, high-performance black-and-white printing	Regular, high-performance black-and-white printing with fast copy/scan
Industrial design	Modern compact		
User interface	LED button control panel plus smart-guided lighting		Smart contextual user interface
Productivity	Fast two-sided printing <sup>1</sup>	Fast two-sided printing, flatbed scanner <sup>1</sup>	Fast two-sided printing, flatbed scanner, 40-sheet auto document feeder <sup>1</sup>
Connectivity	USB, Ethernet, Dual-band Wi-Fi® with self-reset + Bluetooth® Low Energy (BLE) <sup>2</sup>		
Security	Always-on protective monitoring, secure mobile printing		
With 	<ul style="list-style-type: none"> <li>+ 6 months free toner<sup>3</sup></li> <li>+ Save up to 50% with HP Instant Ink<sup>4</sup></li> <li>+ 1 year extra HP warranty</li> </ul>		

# HP LaserJet M207-M212 Series (d/dw)—Eyrie



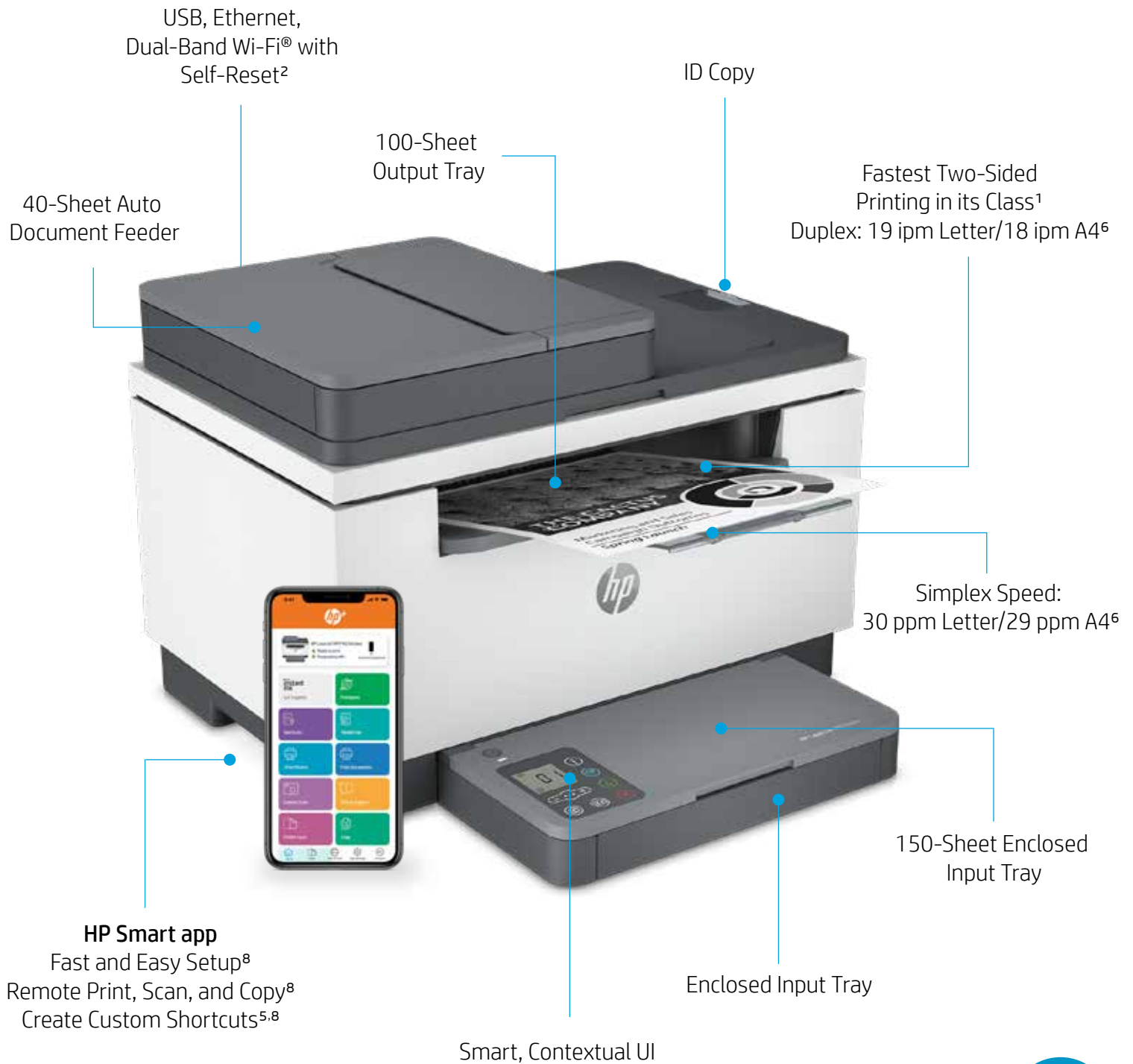
Spring  
'21

# HP LaserJet MFP M232-M237 Series (d/dw)—Skyreach FB



Fall  
'20

# HP LaserJet MFP M232-M237 Series (sdn/sdw)—Skyreach ADF



Fall  
'20



# HOW WE WIN

## KEY HARDWARE DIFFERENTIATORS

- Fastest two-sided printing in its class<sup>1</sup>
- Compact, modern design
- Enhanced usability with smart-guided lighting
- Always-on, dual-band Wi-Fi with self-reset<sup>2</sup>

## BEST-IN-CLASS SOLUTIONS

- Quick and easy mobile setup with Bluetooth® LE
- HP Smart app, best-in-class print app<sup>8</sup>
- Advanced mobile printing  
(print from anywhere and private pickup)<sup>12</sup>

## HP+ ADVANTAGE

- +6 months of free toner<sup>3</sup>
- +Save up to 50% with HP Instant Ink<sup>4</sup>
- +1 year extra HP warranty (two-years total)

# Why

Providing more value for those who want the simplest printing experience:

	HP LaserJet MFP M234dwe includes HP+	HP LaserJet MFP M234dw
With Instant Ink trial Risk-free, no commitment		
<hr/> HP Warranty <hr/>	6 months <hr/> 2 years <hr/>	1 year <hr/>
Exclusive features	<ul style="list-style-type: none"><li>• Advanced HP Smart app solutions</li><li>• Forest First printing<sup>15</sup></li></ul>	
<hr/> Original HP Ink Cartridges <hr/>	Required to operate	Recommended <hr/>
Other requirements	<ul style="list-style-type: none"><li>• HP account</li><li>• Internet connection</li></ul>	

# THANK YOU



## Legal disclaimers

1. Compared to in-class monochrome laser printers and MFPs less than \$189 USD or 199€ for single function or less than \$280 USD or 290€ for multifunction, all with a published max monthly duty cycle of 20,000 or lower. Buyers Lab April 2020 study commissioned by HP, based on a research survey OEM published specifications publicly available information as of 04/16/2020. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q4 for North America and EMEA. For details, please see: [keypointintelligence.com/HPFastestDuplex](https://keypointintelligence.com/HPFastestDuplex).
2. Wireless operations are compatible with 2.4 GHz and 5.0 GHz operations only. Learn more at [hp.com/go/mobileprinting](https://hp.com/go/mobileprinting). Wi-Fi is a registered trademark of Wi-Fi Alliance®.
3. HP Instant Ink signup required. HP Instant Ink not available in all countries. 1,500 pages/month limit. Free months offer with HP Instant Ink subject to change after 10.31.2021. Must complete HP Instant Ink signup within 7 days of setting up the printer with the HP-recommended setup process as indicated in the instructions that came with your printer. Use of in-box toner cartridge is included in period of offer. One offer redeemable per printer. Not redeemable for cash. Setup offer may be combined with other offers; see terms and conditions of other offer for more details. Requires a valid credit/debit card, email address, and internet connection to printer. Unless service is cancelled within the promotional period online at [hpinstantink.com](https://hpinstantink.com), a monthly service fee, based on the plan chosen, plus tax and overage fees will be charged to your credit/debit card. Customer will be charged for any overage fees and applicable taxes at the end of each month in the promotional period. See additional offer information during online signup. For service details, see [hpinstantink.com](https://hpinstantink.com).
4. Based on monthly subscription cost for U.S. and Canada for toner HP Instant Ink 1,500 page plan vs. transactional cost per page of in-class monochrome A4 laser printers and MFPs < \$450 USD that use original, standard-capacity integrated cartridges (toner and drum in one cartridge). Buyers Lab April 2020 study commissioned by HP, based on research of publicly available information as of 04/24/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q4 for U.S. and Canada. For details and latest report, see: [www.keypointintelligence.com/HPTonerService](https://www.keypointintelligence.com/HPTonerService).
5. Based on plan usage, internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.
6. Change or cancel your plan at any time online, except that you can't downgrade from a paid plan to the free plan since it is an introductory offer only. If you decide to cancel your HP Instant Ink, you can go back to using Original HP Standard or XL Cartridges. Plan upgrades are effective immediately, and the charges will be applied retrospectively or in the next billing cycle, depending on user choice. Planned downgrades and cancellations are effective after the last day of the current billing period. For full details, go to [hprintplans.com/terms](https://hprintplans.com/terms).
7. Rollover allows unused pages in a month to be placed in a rollover account and then applied to pages in excess of your monthly allowance. The rollover account balance is limited to a maximum of two times your monthly service plan pages on Toner plans and three times your monthly service plan pages on Ink plans (Toner example: you can roll over up to 100 pages if you are on the 50-page plan. Ink example: you can roll over up to 150 pages if you are enrolled in a 50-page plan.).
8. Requires the HP Smart app download. For details on local printing requirements, see [hp.com/go/mobileprinting](https://hp.com/go/mobileprinting).
9. Mobile device needs to be connected to Wi-Fi Direct® signal of a Wi-Fi Direct-supported AiO or printer prior to printing. Details at [hp.com/go/mobileprinting](https://hp.com/go/mobileprinting). Wi-Fi Direct is a registered trademark of Wi-Fi Alliance®.
10. Based on internal HP testing. Average timing estimate based on: (a) downloaded HP Smart app on mobile or desktop device, (b) setting up Smart Tasks shortcut, and (c) scanning jobs that have more than 2-3 tasks associated with them (scan to email, save and rename, store to cloud, etc). Average timing savings comparison based on using printer and desktop scan software to complete similar scanning tasks. Requires the HP Smart app download and supported HP printer. For details on local printing requirements, see [hp.com](https://hp.com)
11. Print speed in pages per minute (ppm). Printing speed measured using ISO/IEC 24734 and excludes first set of test documents. For more information, see [hp.com/go/printerclaims](https://hp.com/go/printerclaims). Exact speed varies depending on the system configuration, software application, driver, and document complexity.
12. Use Print Anywhere to print to your printer immediately from any location with an Internet connection or mobile network. To keep your prints confidential, send files to your printer for Private Pickup. Printing will only begin when you confirm you are at your printer.
13. Based on plan usage, Internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.
14. Added value is calculated based on 6 months of any Instant Ink plan, up to \$24.99/month. See Instant Ink offer details on box (\*) or at [www.hpinstantink.com](https://www.hpinstantink.com). With HP+, customers will also receive additional value in the form of one extra year of HP Carepack-based warranty and access to advanced HP Smart app features.
15. See additional details at <https://www8.hp.com/us/en/hp-information/sustainable-impact>. Investment includes NGO partnerships targeted to protect forests, improve responsible forest management and help develop Science Based Targets (SBT) for responsible management of forests.
16. Improved printer connectivity utilizing Smart Driver and Print/Scan Doctor technology in the HP+ system, versus HP consumer printers without HP+.

4AA7-9574ENW, February 2021