



WHAT DO YOU HAVE TO SAY?

HP Business Printing Environmental Leadership

LaserJet • Officejet • Edgeline



Help reduce your impact on the environment.
HP makes it possible through product
innovation.

As a technology industry environmental leader, HP is making a difference with a comprehensive Design for the Environment Strategy. This initiative is driving improvements at every stage in the product lifecycle—helping reduce the amount of energy, paper, packaging, and materials used at HP and making it easier for our customers to save resources, reduce costs, and deliver results that are good for business and the planet.

Reduce costs

Save power automatically with energy intelligence built into HP printing products.

Consolidate devices to save money and energy. Easily reduce costs by right-sizing your imaging and printing fleet to fit your needs. The result will be fewer, more power-efficient devices that will improve the productivity and satisfaction of users.

Optimize energy use. We are working to meet or exceed the eco-label standards established around the world by conducting active power testing based on the ENERGY STAR® methodology. HP has the highest number of ENERGY STAR qualified printers when considering all printing technologies. Contact your HP Sales Representative for more information on selecting ENERGY STAR qualified products.

Start fast and finish sooner. The Time To Completion (TTC) of a typical office print job can be nearly twice as fast from low power mode on LaserJet devices with Instant-on Technology than on laser devices without it.¹ HP estimates that for our monochrome LaserJet products alone, Instant-on Technology has reduced CO₂ emissions by over 5.25 million tons to date—the equivalent of removing 1.1 million cars from the road for one year.²

Gain savings with multifunction innovations. HP MFPs and AiOs use up to 40 percent less operational energy and materials than comparable stand-alone products, and take up less space than individual print, copy, and fax solutions.

Create a more reliable automated document infrastructure that helps eliminate waste.

Cut the cost of energy consumption. With HP Web Jetadmin, you can remotely schedule sleep and wake-up modes to conserve power. Save up to 66 percent in energy costs by turning off your devices on nights and weekends.

Reduce paper use. With the HP Universal Print Driver, you can easily set automatic two-sided printing for individual printers or entire fleets. According to an HP internal case study, switching to duplex printing would reduce our total paper use by 800 tons, for an annual savings of \$7.7 million.

Help eliminate the cost of retries and reprints. Reliable HP imaging and printing products give you great results the first time and help eliminate the cost of trial and error. Innovations like HP Professional Color Technologies ensure color accuracy; Smart Web print eliminates extra pages by giving you the ability to combine content and print exactly what you want; and Auto Sense features help prevent you from printing on improperly loaded paper.

Get greater impact while reducing costs. Convert paper documents into digital formats and streamline business. On-demand digital printing lets you print materials when and where they are needed, in the quantity needed. This helps reduce waste and the cost of transport, warehousing, and outdated materials.

Simplify the management and disposal of products and recover some of their value at end of use.

Apply lifecycle discipline to gain control of fleets. With products, services, solutions, and financing options, HP provides a complete product lifecycle model to help you increase efficiency and gain control of enterprise fleets and operational costs—from discovery to deployment, operations to retirement.

Turn used assets into real money. End of use programs, such as trade-in, donation,³ and Asset Recovery services, help you easily remove older or unneeded equipment—including non-HP hardware—and recover remaining product value.

Dispose of products with confidence. Trust HP to responsibly manage and recycle technology products and offer the ability to trade in old products, helping you avoid regulatory complexities and disposal risks. HP processes help ensure that confidential data is properly destroyed.

Be environmentally responsible. Many remanufacturers claim to be environmentally responsible; however, a third-party research firm found that many avoid or refuse collection of their own brand of cartridges for recycling.⁴ HP offers a free and convenient recycling program for HP print cartridges, and when possible, we reuse materials collected through the program in a variety of new products.

¹ Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a device is coming out of low power mode. An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. Time To Completion of a typical office print job tested on HP and select competing products. Actual results may vary.

² The tons of CO₂ avoided is based on power plant emissions that otherwise would occur to generate the electricity saved; cars removed is based on annual emissions from cars burning gasoline.

³ The donation program is only available in the U.S.A.

⁴ Based on InfoTrends Report titled, "2007 Supplies Recycling: U.S. and Europe," dated May 9, 2007.

Save resources

Recycle easily with services that turn printers and cartridges into reusable materials and energy.

Look to HP to use fewer materials. We continue to drive materials reductions in our products, packaging, documentation, and more. For example, redesigned ink and laser printer cartridge packaging for North America reduced greenhouse gas emissions by an estimated 37 million pounds in 2007.

Make recycling convenient and practical. Since 1991, HP's industry-leading Planet Partners recycling program has made it easy to recycle HP printers, cartridges, and other technology products responsibly. We make the process hassle-free for you by providing collection boxes that include, in many regions, pre-addressed, postage paid recycling envelopes and labels. With operations in over 50 countries, HP has recycled 1 billion cumulative pounds to date, with a goal of doubling our annual recovery rate to reach 2 billion pounds by 2010.

Improve manageability and IT control while making it easy to reduce paper consumption.

Manage the operations of your imaging and printing network. With HP Web Jetadmin, you can remotely discover, configure, monitor, troubleshoot, and manage fleets of printers throughout an organization. Reduce the consumption of natural resources—paper and power—by setting duplex printing defaults and other configurations from a single location. With the ability to manage your entire imaging and printing network quickly and easily, you can improve IT staff productivity.

Take advantage of HP innovations that help save resources throughout the technology lifecycle.

Put new HP innovations to work. From Instant-on Technology and Instant-on Copy, to centralized management of devices, to automated workflow solutions—HP continues to drive new innovations and services that can help you reduce your consumption of energy and natural resources. HP Halo Collaboration Studios enables a live, virtual meeting room that creates a natural, in-person meeting experience. By utilizing HP Halo Collaboration Studios, one HP team avoided 44 international trips, which represent 143.271 metric tonnes of CO₂. This reduction in CO₂ emissions is the equivalent of eliminating the electricity usage of 18 US households for one year or preserving 1.17 acres from deforestation.





Make a difference

Simplify document-intensive workflows and conserve resources.

Capture and send documents electronically. HP can help automate workflows and change the way you do business. Securely capture and send documents digitally, eliminating the need for faxing, streamlining document-based workflows, and reducing paper usage.

Improve document-based workflows. Innovative solutions like HP retail marketing can help you significantly reduce the impact of printing. HP workflow solutions help make document-intensive processes run more quickly and smoothly with less risk of error, reduce the waste and costs associated with carrying printed inventories, and enable greater localization and customization for greater communications impact.

Count on our expertise and solutions to accelerate your environmental stewardship.

Use our experience to reduce your carbon footprint. Chosen as a corporate Green Giant by Fortune Magazine, we're building on decades of environmental leadership. We are driving environmental initiatives throughout our own company. By 2010, we aim to reduce our total energy consumption by 25 percent from 2005 levels. With HP expertise at your fingertips, you and your organization can achieve your environmental goals faster—from individual desktops to the largest data centers.

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