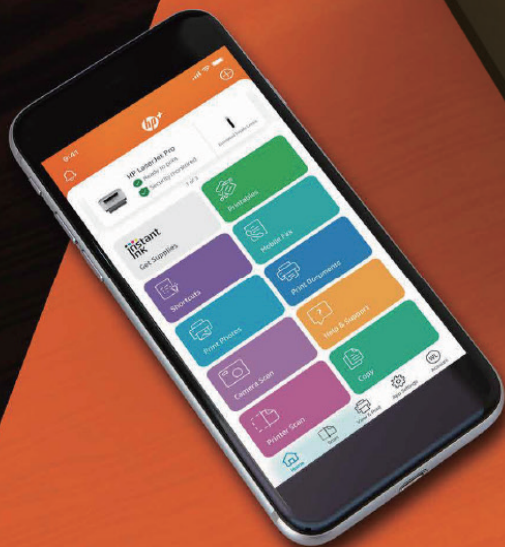# Super capable.
Super compact.

HP LaserJet M200 Series

With HP+: The smart printing solution

The smart printing solution

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

HP LaserJet M200 series is our first printer with HP+, providing customers with 6 months of Instant Ink[3], up to 50% savings with HP Instant Ink, an additional year of HP Commercial Warranty[16] (total of 2 years) and advanced HP Smart App features[8]—all for using Original HP Toner.[3,4]

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

The smart printing solution

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.[13]

Better connected, always ready with HP+[16]

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

Never run out of toner with Instant Ink.[13]

Enroll to get toner, plus hassle-free delivery all starting at 1.99€ a month. 6-months of Instant Ink included with HP+.[3]

Get more done with advanced HP Smart app features[8]

With HP+, get more done with advanced HP Smart app features.[8] Scan multi-paged documents more easily, and save time with pre-programmed shortcuts.

HP instant Ink

Never run out with HP Instant Ink. Get toner, plus hassle-free delivery, all starting at 1.99€ a month.[2]

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.[5]

Enjoy total flexibility

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

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 10–50 pages for just 1€.[6] ___ **Print less in a month?** Roll over up to 2x the number of pages in your plan.[7]	**800 Pages** a month **19.99€**	**1500 Pages** a month **25.99€**

HP LaserJet M200 series

Super versatile.
Super compact.

High productivity and high quality in a compact MFP that fits where you need it. Designed to help you be more productive with the **fastest two-sided printing** in its class[1] and the **time-saving HP Smart app**.[8] Get peace of mind from more reliable connections with dual-band Wi-Fi™ with self-reset,[2] and the worry-free experience you want with **strong security**, simplified setup, and **intuitive controls**.

Includes HP+, HP's simplest printing solution – With HP+, get 6 months of Instant Ink[3] included, an additional year of HP Commercial Warranty[16] (total of 2 years) and advanced HP Smart app features.[8]

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.[1,2]

Stay productive from anywhere

Get high-quality scanning from your phone—plus print, and save time with Short-cuts—using HP Smart, best-in-class print app.[8,9]

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.

The smart printing solution

With HP+, get 6 months of Instant Ink[3] Included, an additional year of HP Commercial Warranty[16] (total of 2 years) and advanced HP Smart app features.[8]

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)
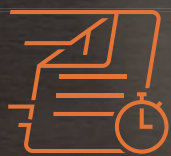
Work fast.
Work smart.

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.[1,2] Finish jobs fast with rapid print speeds.

- Fastest two-sided printing in its class[1]

- Compact size

- Dual-band Wi-Fi with self-reset[2]

- Wi-Fi Direct® printing[9]

- 150-sheet capacity

- Multifunction performance

- Ethernet networking
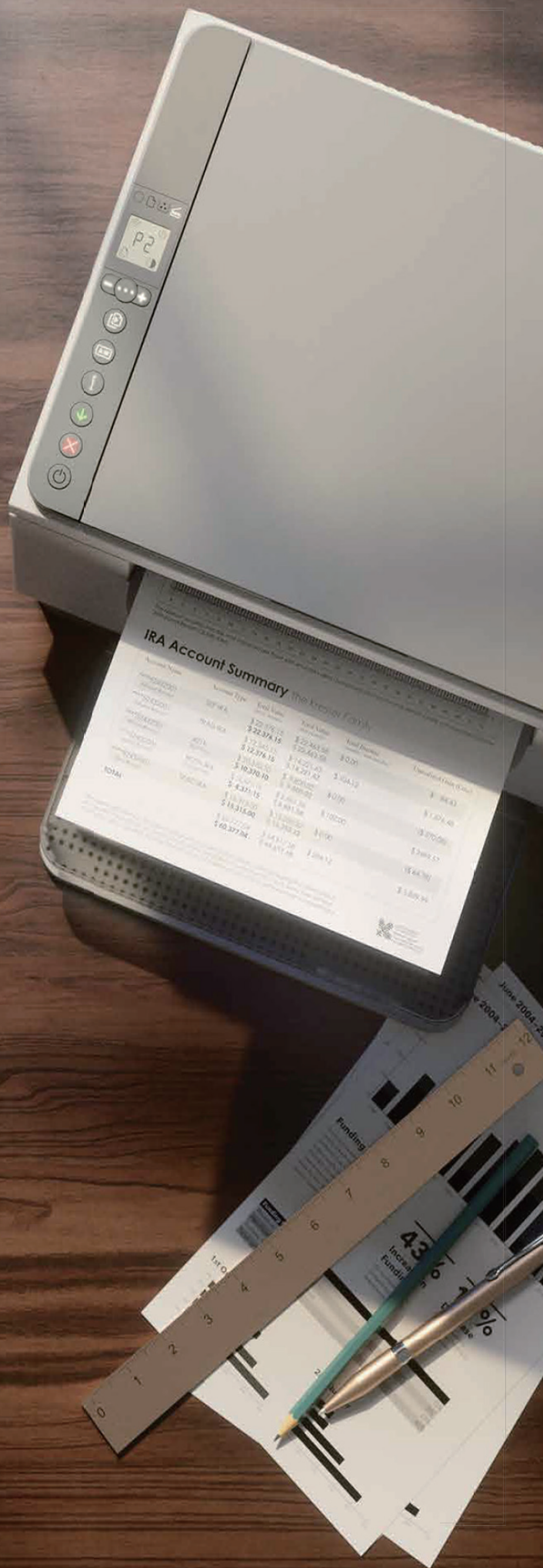
Stay Productive from Anywhere

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.[8,10] You can even organize documents 50% faster.[10]

Features

- Scan on-the-go[8]

- Print documents and images from your smartphone[8]

- Make copies from your smartphone[8]

- Create Shortcuts for frequently performed tasks[8,10]

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

Starting/Updating   Wi-Fi connected   Printing
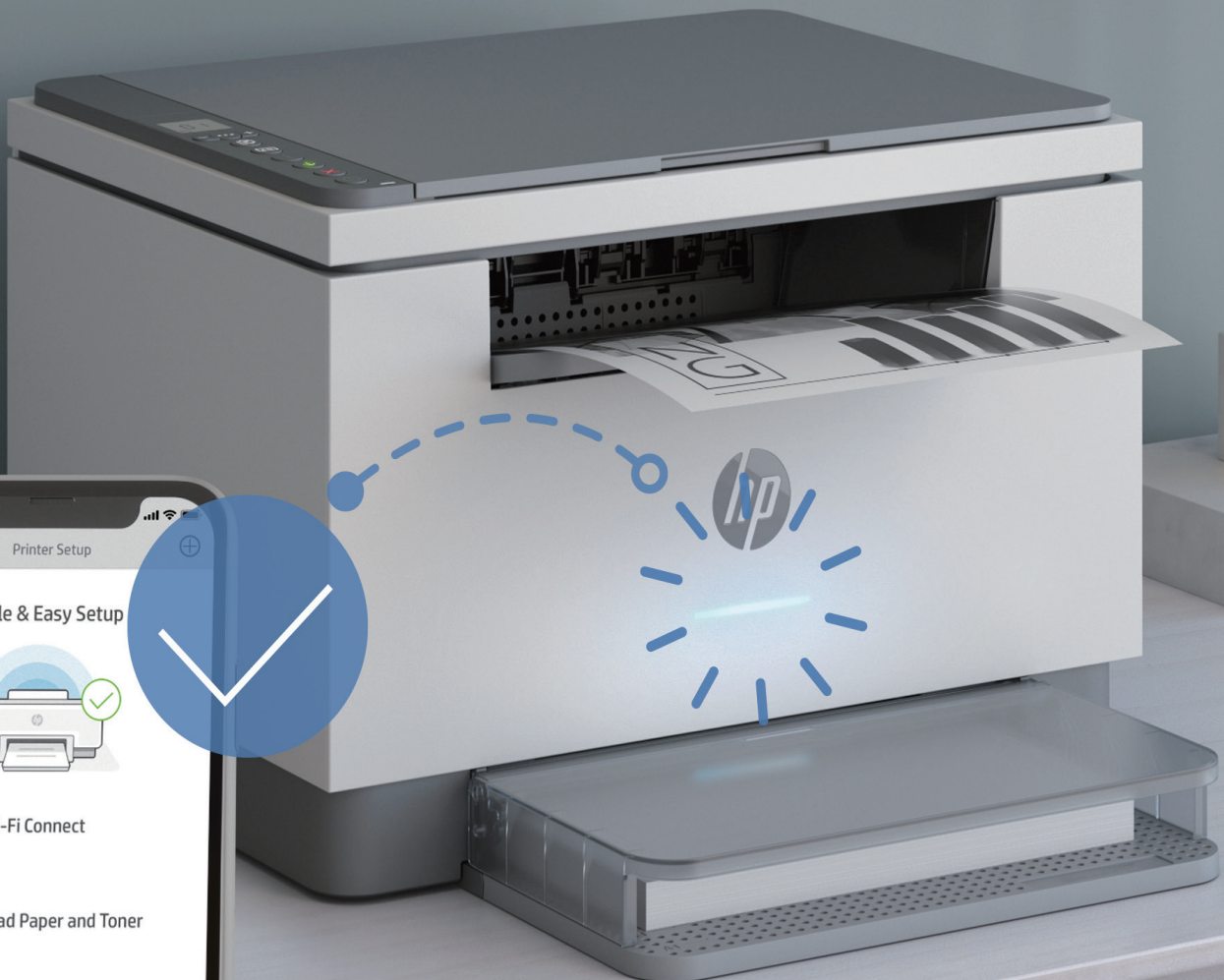
HP Smart app

Amazing scanning, now on your smartphone

Get high-quality scanning, and share to Dropbox, Google Drive, email, or the cloud— from virtually anywhere.[8]

Printing just got more productive

Quickly access and print documents and images from anywhere with the HP Smart app, including Dropbox and Google Drive.[8]

Smartphone notifications

Get notifications when printing, scanning, or copying from your smartphone.[8]

Easily make copies from your smartphone

Take a photo as a copy and send it to your printer from virtually anywhere.[8]

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.[8,10] Just tap Shortcuts in the HP Smart app to create a shortcut that is available on your phone.[8,10]

Automate scanning tasks and save time

Process expenses in half the time with Shortcuts in the HP Smart app.[8,10]

Your printer essentials in one place

Get all your printer information in one place with a convenient dashboard in HP Smart app.[8]

LaserJet 200 series lineup

	LaserJet M209dwe	LaserJet MFP M234dwe	LaserJet MFP M234sdne	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[1]	Fast two-sided printing, flatbed scanner[1]	Fast two-sided printing, flatbed scanner, 40-sheet auto document feeder[1]	
Connectivity	USB, Ethernet, Dual-band Wi-Fi® with self-reset + Bluetooth® Low Energy (BLE)[2]			
Security	Always-on protective monitoring, secure mobile printing			
With [hp+]	+ 6 months of Instant Ink Included if you register within 7 days after printer's setup[3] + Save up to 50% with HP Instant Ink[4] + 1 year extra HP Commercial warranty[16] (two-years total)			

HP LaserJet
M209 Series (dwe/dw)

USB, Ethernet,
Dual-Band Wi-Fi® with
Self-Reset²

100-Sheet
Output Tray

LED Button
Control Panel

Fastest Two-Sided
Printing in its Class¹
Duplex: 18 ipm (A4)⁶

Simplex Speed:
29 ppm (A4)⁶

Smart-Guided
Lighting

HP Smart app
Fast and Easy Setup⁸
Remote Print, Scan, and Copy⁸
Create Custom Shortcuts⁵,⁸

150-Sheet Input Tray

Spring
'21

HP LaserJet MFP
M234 Series (dwe/dw)

USB, Ethernet,
Dual-Band Wi-Fi® with
Self-Reset[2]

Flatbed Scanner

100-Sheet
Output Tray

Fastest Two-Sided
Printing in its Class[1]
Duplex: 18 ipm (A4)[6]

LED Button
Control Panel

Simplex Speed:
29 ppm (A4)[6]

Smart-Guided
Lighting

HP Smart app
Fast and Easy Setup[8]
Remote Print, Scan, and Copy[8]
Create Custom Shortcuts[5,8]

150-Sheet Input Tray

Spring
'21

HP LaserJet MFP
M234 Series (sdne/sdn & sdwe/sdw)

USB, Ethernet,
Dual-Band Wi-Fi® with
Self-Reset[2]

ID Copy

100-Sheet
Output Tray

Fastest Two-Sided
Printing in its Class[1]
Duplex: 18 ipm (A4)[6]

40-Sheet Auto
Document Feeder

Simplex Speed:
29 ppm (A4)[6]

HP Smart app
Fast and Easy Setup[8]
Remote Print, Scan, and Copy[8]
Create Custom Shortcuts[5,8]

150-Sheet Enclosed
Input Tray

Enclosed Input Tray

Smart, Contextual UI
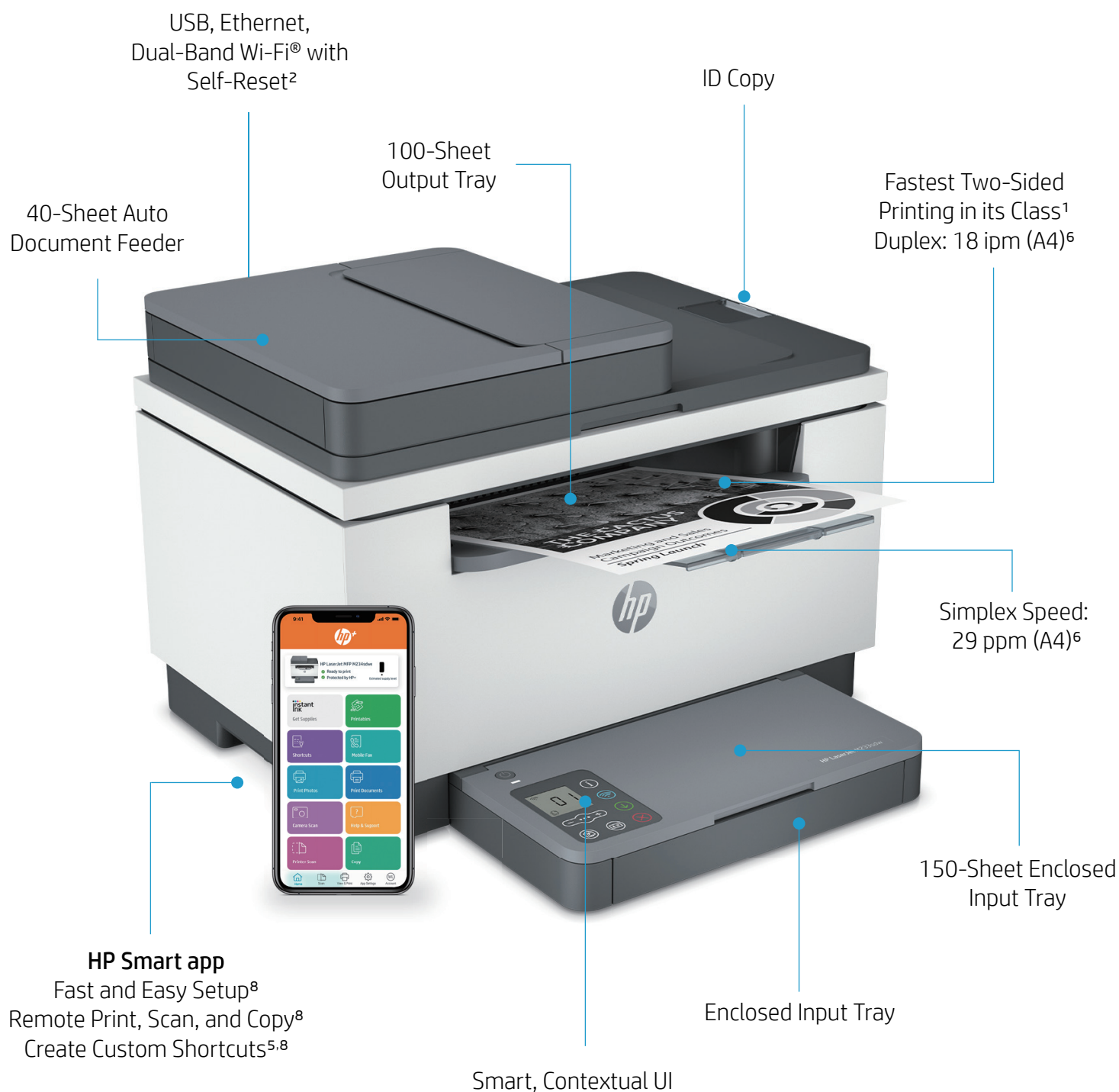
Spring
'21

HOW WE WIN

KEY HARDWARE DIFFERENTIATORS

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

BEST-IN-CLASS SOLUTIONS

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

HP+ ADVANTAGE

- +6 months of Instant Ink Included if you register
  within 7 days after printer's setup[3]
- +Save up to 50% with HP Instant Ink[4]
- +1 year extra HP Commercial warranty[16] (two-years total)

Why HP+

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

With Instant Ink[3] Risk-free, no commitment	HP LaserJet MFP M234dwe includes HP+	HP LaserJet MFP M234dw
HP Commercial Warranty[16]	6 months of Instant Ink Included if you register within 7 days after Printer's setup	Instant Ink available
HP Smart App	2 years	1 year
Original HP Toner Cartridges	• HP Smart App standard & additional solutions + Advanced HP Smart App solutions[8] included for 24 months.	HP Smart App Standard solutions
Other requirements	Required to operate • HP account • On-going Internet Connection	Recommended

THANK YOU