



## Enhanced HP 'Low-Melt' Toner Enables Fast Print Speeds Without Sacrificing Print Quality, Consistency

### Overview

HP's latest advancement in toner technology, the newly formulated "low-melt" monochrome toner enables fast print speeds for robust business printing environments of up to 62 pages-per-minute<sup>(1)</sup> and at the same time provides consistently outstanding print quality and reliability over the life of the cartridge at the print speeds required.

The newly enhanced monochrome toner formulation was specially developed and tuned for the printing system, engineered with special characteristics to enable consistently bold, crisp text and sharp images in environments that require high-speed, high-productivity printing.

The toner is designed to both charge and melt at lower temperatures to deliver print quality consistency at faster print speeds compared to the prior generation of HP toners. As a result, the toner requires 15 percent less energy to reach fusing temperature – an important factor that enables a 10 to 15 percent improvement in printing system energy consumption per page. The environmental benefits of the new toner include:

- 15% less energy to reach fusing temperature
- 5% less plastic to print the same number of pages as the prior generation
- 10 – 15% less energy per page

Additionally, interactive intelligence, built into the Original HP LaserJet cartridges, communicates with the printer, enabling the printing system to provide supplies management features and printing system reliability that can save time and resources. This will translate into lower overall printing costs.

### Key Features and Benefits

- Trouble-free printing experience – print quality and reliability – page after page – enabled by toner specifically formulated for the printer and intelligence built into the cartridge
- HP services enable proactive and remote print management that can reduce administrative time and increase end-user satisfaction
  - HP Easy Printer Care Software 2.5i (EPC 2.5i) makes it easier to set-up, maintain and quickly view the status of up to 15 devices
  - Web JetAdmin – A simple, print and imaging peripheral management software tool that helps optimize device utilization, control color costs, secure devices, and streamline supplies management by enabling remote configuration,

#### Editorial contacts:

Melonie Sta Maria, HP  
+603 2332 2701  
[melonie@hp.com](mailto:melonie@hp.com)

Livan Bai  
Hill & Knowlton for HP  
+603 2026 0899  
[lbai@hillandknowlton.com.my](mailto:lbai@hillandknowlton.com.my)

Hewlett-Packard (M) Sdn Bhd  
HP Towers  
No.12, Jalan Gelenggang  
Bukit Damansara  
50490 Kuala Lumpur  
[www.hp.com.my](http://www.hp.com.my)

proactive monitoring, security, troubleshooting, and reporting of printing and imaging devices.

- HP Smart Web Printing software saves paper, ink and frustration by allowing customers to print only the content they want from web pages—in the manner they choose.

- Tailored to the needs of business – choice of two sizes of Original HP print cartridges
- Original HP cartridges – proven reliable in independent testing – can ultimately lower your costs of printing.<sup>(2)</sup>
- Original HP LaserJet print cartridges are designed with the environment in mind; free, convenient return and recycling in over 45 countries<sup>(3)</sup> – visit [www.hp.com/recycle](http://www.hp.com/recycle)
- HP innovations lessen the total impact of printing on the environment – toner enhancements enable the system to use 10% to 15% less energy per page when fusing the toner to the page (compared to its predecessor)
- High-productivity printing – enables optimal performance and print quality at the speeds businesses need, across a variety of paper types including envelopes
- Impressive solid blacks and improved grayscales for bold graphics, sharp lines and crisp image detail

### **Compatibility**

- HP LaserJet P2030 Printer Series
- HP LaserJet P2050 Printer Series

### **Pricing and availability<sup>(4)</sup>**

- HP LaserJet CE505A Black Print Cartridge – RM294.50 <sup>(4)</sup>
- HP LaserJet CE505x Black Print Cartridge – RM540.60<sup>(4)</sup>
- The LaserJet CE505A and CE505x cartridges are available for purchase across Asia Pacific.

<sup>(1)</sup> Refers to the HP Color LaserJet P4515

<sup>(2)</sup> 2007 North American Toner Cartridge Reliability Comparison Study test results provided by QualityLogic, Inc. and commissioned by HP. Test performed on HP 42A and HP 10A monochrome LaserJet print cartridges. Tests were performed under laboratory conditions and actual performance may vary.

<sup>(3)</sup> Program availability varies. HP printing supplies return and recycling is currently available in more than 45 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program.

<sup>(4)</sup> Estimated Asia Pacific street prices. Actual prices may vary.



© 2009 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.

