

Dare to compare



HP Officejet Pro 251dw printer

The HP Officejet Pro 251dw printer is designed for small work teams and telecommuters who need to print professional colour documents affordably. With powerful manageability tools and broad PDL (page description language) compatibility, this network-ready printer integrates easily into existing print environments. This reliable, high-performance printer produces professional-quality colour for up to 50% lower cost per page than lasers.⁴

Who can benefit?

The HP Officejet Pro 251dw printer is ideal for professionals in managed small- to large-sized business and enterprise environments who need:

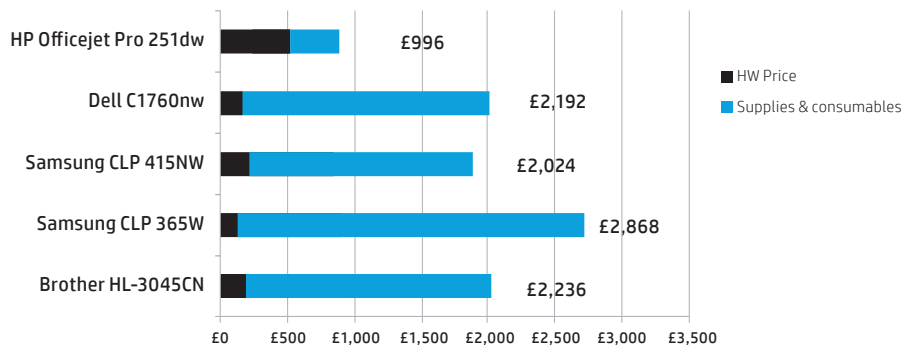
- Affordable, professional colour printing
- Time-saving features and reliable performance
- Easy wired or wireless networking
- Eco-conscious design



Vivid, durable professional prints

HP all-pigment inks provide significant benefits over traditional dye-based inks. Documents are water-, smear- and fade-resistant, and retain text and colour quality for decades.^{1,2} In fact, prints are durable with archive standard ISO 11798 certification.³

Total estimated printing costs for three years^{5,6}



HP innovation delivers significant advantages over the competition

	HP Officejet Pro 251dw Printer	Dell C1760nw	Samsung CLP 415NW	Samsung CLP 365W	Brother HL-3045CN
Estimated EMEA retail price	£179.99	£190.49	£199.00	£129.99	£213.97
Technology	Inkjet	Laser	Laser	Laser	Laser
ISO print speed⁷ (black/colour)	Up to 20/15 ppm	Up to 15/12 ppm	Up to 19/19 ppm	Up to 19/14 ppm	Up to 19/19 ppm
Print language	HP PCL 5c/6, PS-3, native PDF	Host-based	PCL 5/6, PS-3, PDF	Host-based	PCL 6, PDF
Automatic two-sided printing	Yes	No	No	No	No
Cost per page Pence black/colour	1.13p/4.35p	2.61p/11.31p	2.17p/9.57p	2.70p/12.18p	2.36p/10.96p
Display	10.9 cm touch CGD	2-line mono LCD	2-line mono LCD	No	1-line mono LCD
Maximum ink estimated yields⁸ (pages)	2,300 black 1,500 colour	2,000 black 1,400 colour	2,500 black 1,800 colour	1,500 black 1,000 colour	2,200 black 1,400 colour
Duty cycle⁹	Up to 30,000 pages	Up to 30,000 pages	Up to 40,000 pages	Up to 20,000 pages	Up to 25,000 pages
Typical energy consumption¹⁰	0.34 kWh/week	0.88 kWh/week	1.3 kWh/week	1.0 kWh/week	2.5 kWh/week

HP Officejet Pro 251dw printer: recommend with confidence



Suggested price: £179.99

- Professional quality colour for up to 50% lower cost per page than lasers⁴
- Powerful device/fleet management with HP Web Jetadmin,¹¹ the HP Embedded Web Server and the HP Universal Print Driver¹²
- HP PCL6, PCL5c, HP PostScript level 3 emulation and native PDF compatibility
- 10.9 cm touchscreen colour graphic display
- Built-in automatic two-sided printing
- Easy-access USB port for walk-up native PDF printing
- HP ePrint enabled for printing from virtually anywhere using a smartphone or tablet¹³
- Built-in 10/100Base-TX Ethernet; built-in wireless 802.11b/g/n networking;¹⁴ Hi-Speed USB 2.0
- 150-sheet output tray
- 250-sheet multipurpose input tray 1 (up to 500 sheets with optional input tray 2)
- Reliable workgroup printing with a recommended monthly page volume of 250 to 1,500 pages¹⁵
- Up to 50% lower energy consumption than lasers¹⁶ and up to 50% less packaging waste by weight than colour lasers¹⁷
- ENERGY STAR[®] qualified

¹ Based on HP internal testing using papers with the ColorLok logo. For details, go to hp.com/go/hp.com/go/printpermanence.

² Based on paper industry predictions for acid-free papers and Original HP inks; colourant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.

³ Testing performed in accordance with ISO 11798:2000 information and documentation, conducted by SP Technical Research Institute of Sweden, November 2012. For more information, see h41112.www4.hp.com/certifications/se/sv.

⁴ Cost-per-page (CPP) claim based on the majority of colour laser printers <£238 excluding VAT, colour laser MFPs <£397 excluding VAT, Sept 2012. For details, see hp.com/eu/officejet.

⁵ Total printing cost estimates based on business customers printing 7,152 pages per year on a single or multifunction device and manufacturer's published product specifications.

⁶ Based on 2013 HP-commissioned InfoTrends analysis of HP Officejet Pro 200 series and competing laser single and multifunction devices as of February 2013. Prices and specifications subject to change.

⁷ Either after first page or after first set of ISO test pages. For details see hp.com/go/printerclaims.

⁸ Page volume based on HP 950XL Officejet Black Ink Cartridge and HP 951XL Officejet Cyan, Magenta and Yellow Ink Cartridges. Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. High-capacity cartridges not included; please purchase separately.

⁹ Duty cycle is defined as the maximum number of pages per month of imaged output.

¹⁰ Power measurements are based on ENERGY STAR[®] OM test procedure with 230 VAC, 50 Hz input.

¹¹ HP Web Jetadmin is free and can be downloaded at hp.com/go/webjetadmin.

¹² The HP Universal Print Driver is free and can be downloaded at hp.com/go/upd.

¹³ Requires an Internet connection to an HP web-enabled printer and HP ePrint account registration (for a list of eligible printers, supported documents and image types, and other HP ePrint details, see hp.com/go/eprintcenter). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary.

¹⁴ Wireless performance is dependent upon physical environment and distance from access point. Wireless operations are compatible with 2.4 GHz routers only.

¹⁵ HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.

¹⁶ Energy claim based on the majority of colour laser printers less than £238 excluding VAT, colour laser MFPs less than £397 excluding VAT, Sept 2012. Energy use based on HP and HP-commissioned third party testing using the ENERGY STAR[®] programme's TEC test method criteria. Actual cost and energy usage may vary. For details, see hp.com/eu/officejet.

¹⁷ Compared with the majority of colour laser printers <£238 excluding VAT, colour laser MFPs <£397 excluding VAT, Sept 2012. Calculation compares weight of supplies and cartridge packaging needed for the same number of pages based on highest-capacity cartridges ISO yield and continuous printing. Tested by Buyers Laboratory Inc., commissioned by HP as of 2013. For details, see hp.com/eu/officejet.

Learn more

www.hp.co.uk/officejetpro

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