



## HP Color LaserJet Brochure Value Pack

### Overview

The new HP Color LaserJet Brochure Value Pack makes it easy to print professional-quality marketing and promotional materials without leaving the office. The Color LaserJet Brochure Value Pack includes everything needed to create print-shop-quality marketing collateral in-house: HP ColorSphere toner in cyan, magenta and yellow; 150 sheets of 8.5 x 11-inch HP Color Laser Brochure Paper; and a business marketing design CD with free professional design templates and exclusive offers from HP partners.

This offering extends HP's Value Pack lineup, which offers customers convenient, affordable, versatile and cost-effective printing in the office or at home. Printing in the office with HP ColorSphere Toner, specialty papers and software can save small- and medium-size business customers time and money – up to 50 percent compared to print shops.<sup>(1)</sup>

### Key features and benefits

- The combination of HP supplies helps customers save up to 50 percent compared to print shops while producing high-quality brochures, newsletters and promotional documents in-house<sup>(1)</sup>
- Customers can produce print-shop-quality documents in-house with the newly formulated [HP ColorSphere toner](#), which delivers a wider range of colors, higher gloss, and improved photo resolution than previous generations
- The HP Color LaserJet Brochure Value Pack includes enough paper and color toner to create an entire project, helping customers create timely, targeted marketing materials on demand
- The proven all-in-one HP cartridge design delivers consistent results, page after page, cartridge after cartridge
- The business marketing design CD offers start-to-finish design assistance to ensure professional output. Customers can access 110 templates covering 33 types of business from StockLayouts, create logos with Logoworks by HP, illustrate output with free images from iStockPhoto and enjoy a free trial of Microsoft® Publisher 2007
- Original HP supplies make printing easy and cost-effective. Users can save time with the Shop for Supplies desktop icon and HP SureSupply

### Compatibility

The HP Color LaserJet Brochure Value Pack is compatible with the following HP Color LaserJet printers:

- HP Color LaserJet CP1215
- HP Color LaserJet CP1515n/CP1518ni
- HP Color LaserJet CM1312 MFP

#### Pricing and availability

The HP Color LaserJet Brochure Value Pack CE256A is expected to be available September 2008 in North America with an estimated street price of \$199.99.<sup>(3)</sup>

<sup>(1)</sup> Based on average retail pricing for quantities up to 5,000 pages. Source: InfoTrends, "The Cost of Print in the United States," Aug. 27, 2007. Further details are available at [www.hp.com/go/ihm](http://www.hp.com/go/ihm).

<sup>(2)</sup> Program features and availability may vary by country. More information is available at [www.hp.com/learn/suresupply](http://www.hp.com/learn/suresupply).

<sup>(3)</sup> Estimated U.S. street price, actual prices may vary.

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