

SEPTEMBER 2019

## HP Sprocket Select



### Objective

In August 2019, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the HP Sprocket Select printer could be considered to meet the following criteria<sup>1</sup>:

- 1.) HP Sprocket Select: World's first in-class mobile photo printer made from more than 50% recycled plastic by weight<sup>1</sup>



The research team at Keypoint Intelligence evaluated HP's stated comparable in-class mobile color photo printers to determine if they are manufactured with any recycled plastic and how much of the product weight was made from recycled materials. Based on publicly available information from each of the manufacturers, Buyers Lab analysts could not find any mention of in-class mobile color photo printers being made from recycled material, proving the HP Sprocket Select is the first in-class mobile printer made from more than 50% recycled plastic by weight.

<sup>1</sup> Based on HP internal analysis and research by Keypoint Intelligence - Buyers Lab, compared to majority of competing in-class mobile color photo printers using paper up to 2.3 inches by 3.4 inches, priced <\$199.99 MSRP, as of August 19, 2019. Market share as reported by NPD/GFK FYQ1 2019. Details at [www.keypointintelligence.com/HPSprocketSelect](http://www.keypointintelligence.com/HPSprocketSelect).

## Methodology & Findings

Zink (zero ink) technology is regarded as an environmentally friendly option as there is less waste created. Zink technology uses special paper with embedded dye crystals and simply requires heat to create color output. Subsequently no toner, cartridges, or ribbons are required, and users don't have to worry about discarding or recycling them. As concerns for sustainability rise, a responsible purchaser interested in Zink may also be looking for a product made from recycled materials.

In this analysis, Buyers Lab examined in-class mobile color photo printers, defined as printers that use paper up to 2.3 inches by 3.4 inches and are priced under \$199.99 MSRP. While many of the printers considered use Zink technology, printers using Dye-Sub and Film were not out of scope. The research team examined the publicly available websites, product guides, articles, user manuals, brochures, and specifications to determine the cost, technology, dimensions, paper size, weight, and usage of recycled plastic. The results show that the HP Sprocket Select is the only in-class printer using recycled materials. Had other printers been found to use recycled plastic, we would have calculated how much of the product weight was attributed to the recycled plastic. While every effort was made to include the most accurate and complete information, this study reflects the current market data as of August 19, 2019, and is subject to change in other regions or at a later date.

### Supporting Data Table

Product	Price	Technology	Dimensions	Weight	Use of Recycled Plastic	% of Recycled Plastic by weight
HP Sprocket Select	\$149.99	Zink	3.38 x 5.13 x 0.69 in 88.3 x 130.3 x 17.5 mm	6.37 oz 180.8 g	Yes	50.8%
Canon Ivy	\$129.99	Zink	3.2 x 4.7 x 0.74 in 81 x 119.4 x 18.7 mm	5.6 oz 158 g	No	0%
Polaroid Mint	\$129.99	Zink	3 x 4.5 x 0.7 in 77 x 116 x 18 mm	5.7 oz 161 g	No	0%
Lifeprint 2x3 Hyperphoto Printer	\$129.99	Zink	3 x 5 x 1 in 76 x 127 x 25.5 mm	7 oz 200 g	No	0%
Kodak Mini 2	\$99.99	Dye-Sub	3 x 5.2 x 1 in 76 x 132 x 25 mm	8.4 oz 238 g	No	0%
Huawei Pocket Photo Printer	RMB 599 \$86.00	Zink	3.15 x 4.72 x 0.88 in 80 x 120 x 22.3 mm	6.9 oz 195 g	No	0%
Polaroid Zip	\$99.99	Zink	2.9 x 4.7 x 0.9 in 74 x 120 x 22.8 mm	6.5 oz 186 g	No	0%
FUJI Instax Share SP-2	\$199.99	Film	3.5 x 5.2 x 1.6 in 88.9 x 132 x 40.6 mm	8.8 oz 250 g	No	0%
XPrint DMP 100	RMB 669 \$97.00	Dye-Sub	3.15 x 5.24 x 1.06 in 80 x 133 x 27 mm	9.4 oz 268 g	No	0%
LG Pocket Photo 251	RMB 699 \$101.00	Zink	3.1 x 5 x 0.92 in 79 x 128 x 23.5 mm	6.4 oz 183 g	No	0%

## About Keypoint Intelligence - Buyers Lab

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Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled services and unmatched depth of knowledge, we cut through the noise of data to offer clients the independent insights and responsive tools they need.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable research, test data, and competitive information services. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of hands-on testing in our U.S. and UK laboratories, we have been the leading organization for extensive specifications/pricing databases on MFPs, printers, scanners, and software. Buyers Lab also provides consulting services and a range of private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (toner, ink, fusers, and photoconductors), solutions evaluations, and media runnability testing.

For more information on Buyers Lab, please call (973) 797-2100, visit [keypointintelligence.com](http://keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com).