

APRIL 2020

HP+ Print Plans for Toner



Objective

In March 2020, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the HP+ Print Plans service can save users up to 50% on Toner in North America¹.

The research team at Keypoint Intelligence evaluated the cost per page (CPP) of the HP+ Print Plans for Toner against the CPP of comparable in-class monochrome laser printers and MFPs less than \$450 USD that use integrated cartridges to determine if the HP+ Print Plans service offered savings¹. Based on publicly available information, Keypoint Intelligence analysts found comparable devices to have higher CPPs, proving the HP+ Print Plans for Toner can offer up to 50% savings in North America¹.

¹Based on monthly subscription cost for U.S. and Canada for toner HP+ Print Plans 1,500 page plan vs. transactional cost per page of in-class monochrome A4 laser printers and MFPs < \$450 USD that use original, standard-capacity integrated cartridges (toner and drum in one cartridge). Buyers Lab April 2020 study commissioned by HP, based on research of publicly available information as of 04/24/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q4 for U.S. and Canada. For details and latest report, see: www.keypointintelligence.com/HPPrintPlans.

Background

The new HP+ Print Plans for Toner service is modeled much like the current HP Instant Ink program. Users can pick a plan based on how many pages they print per month and then they get the appropriate amount of HP Toner shipped directly to them at any time. This program benefits customers by ensuring they never run out of toner, as the device alerts HP when the machine hits a certain threshold and triggers a delivery—without users having to do a thing. Users also help to eliminate waste, as shipping and recycling is included in the program, making sure cartridges can be reused and repurposed without going to a landfill. Lastly, the plan can be modified or cancelled at any time, so users have the flexibility to change if they are going to print more or less in the future.

Methodology & Findings

Keypoint Intelligence examined in-class monochrome laser printers and MFPs less than \$450 USD that make up 80% of the market share, based on IDC data and excluding all devices that did not use an integrated cartridge¹. To accomplish this, analysts consulted OEM user manuals and supply lists to identify if the drum and toner units are separate. For the devices with integrated cartridges, SKUs were identified and the associated yield and MSRP data was taken from the geographically appropriate OEM website.

Keypoint Intelligence calculated the CPP of the cartridges by dividing the MSRP of the cartridge by the supply yield. The average CPP for comparable in-class highest capacity cartridges was \$0.041 in the US and Puerto Rico and \$0.049 in Canada. This is drastically different than the HP+ Print Plans service, which has a CPP of only \$0.017 in the U.S. and Puerto Rico and a CPP of only \$0.022 CAD in Canada. When comparing the CPP, HP+ Print Plans service can offer up to 50% savings. On average, at \$0.017 USD, HP+ Print Plans service is 58% less expensive than competitors in the US and Puerto Rico. On average, at \$0.022 CAD, HP+ Print Plans service is 54% less expensive than competitors for Canada. While every effort was made to include the most accurate and complete information for the devices and cartridges, this pricing reflects current market data as of March 2020, and is subject to change in other regions or at a later date.

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Supporting Data Tables

HP+ Print Plans for Toner – US, Puerto Rico, and Canada

HP+ Print Plans for Toner	Total Cost per Page
1,500 pages (CA)	\$0.022 CAD
1,500 pages (US and Puerto Rico)	\$0.017 USD

US and Puerto Rico

Manufacturer	Product	CPP (USD)
Average Comparable Products		0.041
HP Inc.	LaserJet Pro M15w	0.050
HP Inc.	LaserJet Pro M404dn	0.035
HP Inc.	LaserJet Pro MFP M29w	0.050
HP Inc.	LaserJet Pro M404dw	0.035
HP Inc.	LaserJet Pro MFP M428fdn	0.035
HP Inc.	LaserJet Pro M402dw	0.041
HP Inc.	LaserJet Pro MFP M428fdw	0.035
HP Inc.	LaserJet Pro M402n	0.041
HP Inc.	LaserJet Pro M402dn	0.041
HP Inc.	LaserJet Pro MFP M28w	0.050
Canon	imageCLASS MF236n	0.035

Canada

Manufacturer	Product	CPP (CAD)
Average Comparable Products		0.049
HP Inc.	LaserJet Pro MFP M28A	0.063
HP Inc.	LaserJet Pro M404DN	0.045
HP Inc.	LaserJet Pro M404DW	0.045
HP Inc.	LaserJet Pro M404N	0.045
HP Inc.	LaserJet Pro M428DW	0.045

About Keypoint Intelligence - Buyers Lab

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 www.keypointintelligence.com, or email info@keypointintelligence.com.