

November 2021

Save Up to 50% with HP Instant Ink¹: Monochrome Toner Service



Objective

In September 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if the HP Instant Ink monochrome toner service can save users up to 50% on toner in the following countries/regions: Australia, Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Puerto Rico, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, the United Kingdom and the United States¹.

¹Based on monthly subscription cost of HP Instant Ink monochrome toner service 1,500-page plan without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 monochrome toner cartridge printers <\$493 USD and <€494 and MFPs priced <\$649 USD and <€672 using original standard-capacity integrated cartridges (toner and drum in one cartridge). Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. Sale prices not considered for this study. Printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence September 2021 study commissioned by HP, based on publicly available information as of August 18, 2021. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2021Q2. For details: www.keypointintelligence.com/HPInstantInk

Background

The HP Instant Ink for monochrome toner service allows users to pick a subscription plan based on how many pages they print per month and not on the amount of toner used. Customers can choose from options ranging from 200- to 1,500- pages a month. As toner levels decrease over time, the printer alerts HP, triggering an automatic delivery of HP Original toner cartridge(s). Users help to eliminate waste, as unnecessary cartridges are not ordered. Further, shipping and recycling are included. Lastly, the plan can be modified or cancelled at any time, so customers have the flexibility to change if they are going to print more or less in the future.

Methodology & Findings

Keypoint Intelligence examined the price of black standard-yield cartridges for in-class monochrome toner printers and MFPs that make up 80% of the market share, based on IDC data specific to the country/region. Analysts then reviewed OEM publications to identify the correct toner cartridge for the device. The associated yield and pricing data were taken from the geographically appropriate OEM website or, if not available, from a local reseller. Sale prices were not considered. All prices were noted in local currency.

Keypoint Intelligence calculated cost per page (CPP) per printer cartridge in each country/region by dividing the local MSRP of the individual cartridge by the supply yield. All printer CPPs were then averaged and compared to the HP Instant Ink cost per page (1500-page plan) in that country. Actual CPP for competitive cartridges may vary by number of pages printed and content of pages printed. When comparing CPP, the HP Instant Ink monochrome toner service can certainly offer up to 50% savings, and often exceeds that number. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing reflects current market data as of August 2021 and is subject to change in other regions or at a later date.

Supporting Test Data

HP Instant Ink Monochrome Toner Service Local Pricing

HP Instant Ink for Monochrome Toner Service 1,500-Page Plan Using Original HP Toner	Monthly Subscription Cost (Local Currency)
Australia	\$44.99
Austria	€25.99
Belgium	€25.99
Bulgaria	лв51.99
Canada	\$36.99
Croatia	kn229.99
Cyprus	€25.99
Czech Republic	799.00Kč
Denmark	kr229.00
Estonia	€25.99
Finland	€25.99
France	€25.99

Germany	€25.99
Greece	€25.99
Hungary	Ft11,199.00
Ireland	€25.99
Italy	€25.99
Latvia	€25.99
Lithuania	€25.99
Luxembourg	€25.99
Malta	€25.99
Netherlands	€25.99
New Zealand	\$51.99
Norway	kr329.00
Poland	zł134.99
Portugal	€25.99
Puerto Rico	\$25.99
Romania	lei127.99
Slovakia	€25.99
Slovenia	€25.99
Spain	€25.99
Sweden	kr319.00
Switzerland	CHF28.95
United Kingdom	£22.99
United States	\$25.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	\$0.030
Average Competitor Cost	\$0.069
Percent Savings with HP Instant Ink monochrome toner service (on average)	56.447%
HP LaserJet Pro M15w	\$0.095
HP LaserJet Pro MFP M428fdn	\$0.062
HP LaserJet Pro M404n	\$0.062
HP LaserJet Pro M404dw	\$0.062
HP LaserJet Pro M404dn	\$0.062

Austria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.042
Percent Savings with HP Instant Ink monochrome toner service (on average)	58.776%
HP LaserJet Pro M404dn	€0.034
HP LaserJet Pro MFP M28w	€0.050
HP Laser MFP 135w	€0.047
HP LaserJet Pro M15w	€0.050
HP Laser 107w	€0.047
HP Laser MFP 137fnw	€0.047
HP LaserJet Pro M404dw	€0.034
Canon i-SENSYS LBP325x	€0.029

Belgium

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.040
Percent Savings with HP Instant Ink monochrome toner service (on average)	56.720%
HP LaserJet Pro M404dn	€0.040
HP LaserJet Pro MFP M28w	€0.059
HP LaserJet Pro M404dw	€0.040
Canon imageRUNNER 1643iF	€0.006
HP LaserJet Pro M15w	€0.059
HP LaserJet Pro M209dwe	€0.043
HP LaserJet Pro MFP M28a	€0.059
HP LaserJet MFP M234sdwe	€0.043
Ricoh SP 3710DN	€0.019
HP LaserJet Enterprise M507dn	€0.031
HP LaserJet MFP M234sdne	€0.043
HP LaserJet Pro MFP M428fdn	€0.040
HP LaserJet Pro M404n	€0.040

Bulgaria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	лв0.035
Average Competitor Cost	лв0.094
Percent Savings with HP Instant Ink monochrome toner service (on average)	63.221%
Xerox WorkCentre 3025BI	лв0.075
Xerox Phaser 3020Bi	лв0.075
HP LaserJet Pro M15a	лв0.111
HP LaserJet Pro MFP M28w	лв0.111
HP LaserJet Pro MFP M28a	лв0.111
HP Laser MFP 135a	лв0.105

Xerox WorkCentre 3025NI	лв0.075
HP Laser MFP 135w	лв0.105
HP LaserJet Pro MFP M428dw	лв0.080
HP LaserJet Pro M15w	лв0.111
HP Laser 107a	лв0.105
Canon i-SENSYS MF443dw	лв0.074
HP Laser MFP 137fnw	лв0.105
HP LaserJet Pro MFP M428fdw	лв0.080
HP Laser 107w	лв0.105
HP LaserJet Pro MFP M428fdn	лв0.080

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	\$0.025
Average Competitor Cost	\$0.051
Percent Savings with HP Instant Ink monochrome toner service (on average)	52.045%
HP LaserJet Pro MFP M28a	\$0.063
HP LaserJet Pro M404dn	\$0.045
HP LaserJet Pro MFP M428fdw	\$0.045
HP LaserJet Pro MFP M428dw	\$0.045
HP LaserJet Pro M15w	\$0.063
HP LaserJet MFP M234dwe	\$0.057
HP LaserJet Pro MFP M428fdn	\$0.045
HP LaserJet Pro M209dw	\$0.057
Canon imageCLASS MF236n	\$0.050
HP LaserJet Pro M404dw	\$0.045

Croatia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	kn0.153
Average Competitor Cost	kn0.360
Percent Savings with HP Instant Ink monochrome toner service (on average)	57.408%
Xerox Phaser 3020Bi	kn0.313
HP Laser MFP 135a	kn0.404
HP LaserJet Pro M15a	kn0.441
Xerox WorkCentre 3025BI	kn0.313
HP LaserJet Pro MFP M28a	kn0.441
HP Laser MFP 137fnw	kn0.404
HP LaserJet Pro MFP M428dw	kn0.291
HP Laser 107w	kn0.404
Xerox WorkCentre 3025NI	kn0.313
HP LaserJet Pro MFP M428fdn	kn0.291
HP LaserJet Pro M15w	kn0.441
HP Laser 107a	kn0.404
HP LaserJet Pro M404dn	kn0.291
HP LaserJet Pro M404dw	kn0.291
Canon i-SENSYS LBP223dw	kn0.279
HP LaserJet Pro MFP M28w	kn0.441

Cyprus

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.055
Percent Savings with HP Instant Ink monochrome toner service (on average)	68.500%
HP Laser MFP 135a	€0.059
HP Laser MFP 135w	€0.059
HP Laser 107w	€0.059
HP Laser 107a	€0.059
HP LaserJet Pro M404dn	€0.042
HP Laser MFP 137fnw	€0.059
HP LaserJet Pro M15a	€0.064
HP LaserJet Pro M15w	€0.064
HP LaserJet Pro MFP M428fdn	€0.042
HP LaserJet Pro MFP M428fdw	€0.042

Czech Republic

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	0.533Kč
Average Competitor Cost	1.067Kč
Percent Savings with HP Instant Ink monochrome toner service (on average)	50.059%
HP Laser MFP 135a	1.299Kč
HP Laser MFP 135w	1.299Kč
HP LaserJet Pro MFP M28w	1.299Kč
HP LaserJet Pro MFP M28a	1.299Kč
Xerox WorkCentre 3025BI	0.933Kč
Xerox Phaser 3020Bi	0.933Kč
HP LaserJet Pro M15w	1.299Kč
HP Laser 107w	1.299Kč

HP LaserJet Pro M209dw	1.226Kč
HP LaserJet Pro M15a	1.299Kč
Canon i-SENSYS MF3010	0.812Kč
HP LaserJet Pro M404dn	1.000Kč
Canon i-SENSYS LBP223dw	0.855Kč
HP Laser 107a	1.299Kč
Canon LBP6030B	0.812Kč
HP LaserJet Pro MFP M428fdn	1.000Kč
Canon i-SENSYS MF443dw	0.855Kč
HP LaserJet Pro MFP M428dw	1.000Kč
HP LaserJet Pro MFP M428fdw	1.000Kč
Canon i-SENSYS LBP226dw	0.855Kč
Canon i-SENSYS MF237w	0.729Kč

Denmark

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	kr0.153
Average Competitor Cost	kr0.481
Percent Savings with HP Instant Ink monochrome toner service (on average)	68.282%
HP LaserJet Pro M404dn	kr0.402
HP LaserJet Pro M209dwe	kr0.513
HP LaserJet MFP M234dwe	kr0.513
HP Laser 107w	kr0.519
HP Laser MFP 137fnw	kr0.519
HP LaserJet Pro M404dw	kr0.402
HP LaserJet Pro M15w	kr0.571
HP LaserJet MFP M234sdwe	kr0.513
Canon i-SENSYS LBP223dw	kr0.432
Canon i-SENSYS LBP226dw	kr0.432

Estonia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.052
Percent Savings with HP Instant Ink monochrome toner service (on average)	66.668%
Canon i-SENSYS MF237w	€0.040
HP Laser 107w	€0.060
HP Laser 107a	€0.060
Canon i-SENSYS MF443dw	€0.034
HP LaserJet Pro MFP M28a	€0.070
HP Laser MFP 135a	€0.060
HP Laser MFP 135w	€0.060
HP LaserJet Pro MFP M28w	€0.070
Canon LBP6030B	€0.037
HP LaserJet Pro M209dw	€0.050
HP Laser MFP 137fnw	€0.060
Canon i-SENSYS LBP226dw	€0.034
Canon i-SENSYS MF3010	€0.037
Xerox Phaser 3020Bi	€0.037
HP LaserJet Pro M15a	€0.070

Finland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.053
Percent Savings with HP Instant Ink monochrome toner service (on average)	67.166%
HP LaserJet Pro M404dn	€0.045
HP LaserJet Pro MFP M28a	€0.068
HP LaserJet Pro MFP M28w	€0.068
HP LaserJet Pro M15w	€0.068

HP LaserJet Pro M15a	€0.068
HP LaserJet Pro M404dw	€0.045
Canon i-SENSYS LBP223dw	€0.044
HP LaserJet MFP M234dwe	€0.050
HP LaserJet Pro MFP M428dw	€0.045
HP LaserJet Pro M404n	€0.045
HP LaserJet Pro MFP M428fdw	€0.045
HP LaserJet Pro MFP M428fdn	€0.045
HP LaserJet Pro M209dwe	€0.050

France

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.055
Percent Savings with HP Instant Ink monochrome toner service (on average)	68.633%
HP LaserJet Pro MFP M28a	€0.061
HP LaserJet Pro M404dn	€0.043
HP LaserJet Pro MFP M28w	€0.061
HP LaserJet Pro M15w	€0.061
HP LaserJet Pro M404dw	€0.043
HP LaserJet Pro MFP M428fdw	€0.043
HP Laser 107w	€0.065
HP LaserJet Pro M15a	€0.061
HP LaserJet Pro MFP M428fdn	€0.043
HP Laser 107a	€0.065
HP Laser MFP 135w	€0.065
HP LaserJet Pro M404n	€0.043
HP Laser MFP 135a	€0.065

Germany

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.048
Percent Savings with HP Instant Ink monochrome toner service (on average)	64.005%
HP Laser 107w	€0.052
HP Laser MFP 135w	€0.052
HP LaserJet Pro M404dn	€0.040
HP LaserJet Pro M15w	€0.056
HP LaserJet Pro MFP M28w	€0.056
HP Laser MFP 137fnw	€0.052
HP LaserJet Pro MFP M428fdw	€0.040
HP LaserJet Pro MFP M428dw	€0.040
HP LaserJet Pro MFP M428fdn	€0.040
HP Laser MFP 135a	€0.052
HP LaserJet Pro M404dw	€0.040
HP LaserJet Enterprise MFP M430f	€0.040
HP Laser 107a	€0.052
HP LaserJet Pro MFP M28a	€0.056

Greece

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.044
Percent Savings with HP Instant Ink monochrome toner service (on average)	60.471%
HP Laser MFP 135a	€0.047
HP Laser MFP 135w	€0.047
HP Laser 107w	€0.047
HP Laser 107a	€0.047
HP LaserJet Pro M404dn	€0.035

HP Laser MFP 137fnw	0.047
HP LaserJet Pro M15a	0.049
HP LaserJet Pro M15w	0.049
HP LaserJet Pro MFP M428fdn	0.035
HP LaserJet Pro MFP M428fdw	0.035

Hungary

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	Ft7.466
Average Competitor Cost	Ft15.379
Percent Savings with HP Instant Ink monochrome toner service (on average)	51.455%
Xerox Phaser 3020Bi	Ft13.727
Xerox WorkCentre 3025BI	Ft13.727
HP LaserJet Pro MFP M28a	Ft17.890
HP Laser MFP 135a	Ft16.490
HP LaserJet Pro M15w	Ft17.890
HP LaserJet Pro MFP M28w	Ft17.890
HP LaserJet Pro M15a	Ft17.890
HP Laser MFP 135w	Ft16.490
Xerox WorkCentre 3025NI	Ft13.727
Canon i-SENSYS MF237w	Ft13.300
HP Laser MFP 137fnw	Ft16.490
HP LaserJet Pro MFP M428fdw	Ft12.897
HP LaserJet Pro MFP M428fdn	Ft12.897
HP LaserJet Pro MFP M428dw	Ft12.897
HP Laser 107a	Ft16.490

Ireland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.039
Percent Savings with HP Instant Ink monochrome toner service (on average)	55.551%
HP LaserJet Pro M404dn	€0.037
HP LaserJet Pro M15w	€0.043
HP LaserJet Pro M15a	€0.043
HP Laser MFP 135w	€0.039
HP LaserJet Pro MFP M28w	€0.043
HP Laser 107a	€0.039
HP Laser 107w	€0.039
HP LaserJet Pro MFP M428fdn	€0.037
HP LaserJet Pro MFP M428dw	€0.037
HP LaserJet Pro MFP M428fdw	€0.037
HP LaserJet Pro MFP M28a	€0.043
HP LaserJet Enterprise M507dn	€0.032
HP LaserJet Pro M209dwe	€0.040
HP LaserJet Pro M404n	€0.037

Italy

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.050
Percent Savings with HP Instant Ink monochrome toner service (on average)	65.208%
HP LaserJet Pro MFP M28a	€0.058
HP LaserJet Pro MFP M28w	€0.058
HP Laser MFP 137fnw	€0.053
HP LaserJet Pro M15w	€0.058
HP Laser 107w	€0.053

HP LaserJet Pro M404dn	€0.041
HP LaserJet Pro M15a	€0.058
Canon i-SENSYS LBP226dw	€0.042
HP LaserJet Pro MFP M428fdn	€0.041
HP Laser MFP 135w	€0.053
HP Laser 107a	€0.053
HP Laser MFP 135a	€0.053
Canon i-SENSYS LBP223dw	€0.042
Canon i-SENSYS MF237w	€0.040
HP LaserJet Pro MFP M428fdw	€0.041

Latvia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.044
Percent Savings with HP Instant Ink monochrome toner service (on average)	60.924%
Canon i-SENSYS MF237w	€0.037
HP Laser 107w	€0.051
HP Laser 107a	€0.051
Canon i-SENSYS MF443dw	€0.032
HP LaserJet Pro MFP M28a	€0.051
HP Laser MFP 135a	€0.051
HP Laser MFP 135w	€0.051
HP LaserJet Pro MFP M28w	€0.051
Canon LBP6030B	€0.028
HP LaserJet Pro M209dw	€0.056
HP Laser MFP 137fnw	€0.051
Canon i-SENSYS LBP226dw	€0.032
Canon i-SENSYS MF3010	€0.028
Xerox Phaser 3020Bi	€0.044
HP LaserJet Pro M15a	€0.051

Lithuania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.044
Percent Savings with HP Instant Ink monochrome toner service (on average)	60.533%
Canon i-SENSYS MF237w	€0.032
HP Laser 107w	€0.048
HP Laser 107a	€0.048
Canon i-SENSYS MF443dw	€0.033
HP LaserJet Pro MFP M28a	€0.052
HP Laser MFP 135a	€0.048
HP Laser MFP 135w	€0.048
HP LaserJet Pro MFP M28w	€0.052
Canon LBP6030B	€0.039
HP LaserJet Pro M209dw	€0.046
HP Laser MFP 137fnw	€0.048
Canon i-SENSYS LBP226dw	€0.033
Canon i-SENSYS MF3010	€0.039
Xerox Phaser 3020Bi	€0.038
HP LaserJet Pro M15a	€0.052

Luxembourg

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.046
Percent Savings with HP Instant Ink monochrome toner service (on average)	62.637%
HP LaserJet Pro M404dn	€0.038
HP LaserJet Pro MFP M28w	€0.054
HP LaserJet Pro M404dw	€0.038
HP LaserJet Pro M15w	€0.054

HP LaserJet Pro M209dwe	€0.052
HP LaserJet Pro MFP M28a	€0.054
HP LaserJet MFP M234sdwe	€0.052
HP LaserJet Enterprise M507dn	€0.039
HP LaserJet MFP M234sdne	€0.052
HP LaserJet Pro MFP M428fdn	€0.038
HP LaserJet Pro M404n	€0.038

Malta

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.049
Percent Savings with HP Instant Ink monochrome toner service (on average)	64.884%
HP LaserJet Pro MFP M28a	€0.060
HP LaserJet Pro MFP M28w	€0.060
HP Laser MFP 137fnw	€0.050
HP LaserJet Pro M15w	€0.060
HP Laser 107w	€0.050
HP LaserJet Pro M404dn	€0.043
HP LaserJet Pro M15a	€0.060
Canon i-SENSYS LBP226dw	€0.041
HP LaserJet Pro MFP M428fdn	€0.043
HP Laser MFP 135w	€0.050
HP Laser 107a	€0.050
HP Laser MFP 135a	€0.050
Canon i-SENSYS LBP223dw	€0.041
Canon i-SENSYS MF237w	€0.040
HP LaserJet Pro MFP M428fdw	€0.043

Netherlands

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.051
Percent Savings with HP Instant Ink monochrome toner service (on average)	65.755%
HP LaserJet Pro M404dn	€0.044
Canon i-SENSYS MF3010	€0.048
HP LaserJet Pro MFP M28w	€0.061
HP LaserJet Pro M209dwe	€0.047
HP Laser 107w	€0.057
HP LaserJet Pro M404dw	€0.044
HP LaserJet Pro M15w	€0.061
Canon LBP6030B	€0.048
HP LaserJet Pro MFP M428fdn	€0.044
HP LaserJet Pro MFP M28a	€0.061
HP LaserJet Pro MFP M428fdw	€0.044
HP LaserJet Pro M404n	€0.044
HP LaserJet Pro M15a	€0.061
HP LaserJet Pro MFP M428dw	€0.044

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	\$0.035
Average Competitor Cost	\$0.086
Percent Savings with HP Instant Ink monochrome toner service (on average)	59.918%
HP LaserJet Pro M15a	\$0.095
HP LaserJet MFP M234dw	\$0.095
HP LaserJet Pro MFP M428fdn	\$0.070

Norway

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	kr0.219
Average Competitor Cost	kr0.727
Percent Savings with HP Instant Ink monochrome toner service (on average)	69.835%
HP LaserJet Pro M404dn	0.563
HP LaserJet Pro M15w	0.779
HP Laser MFP 137fnw	0.839

Poland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	zł0.090
Average Competitor Cost	zł0.242
Percent Savings with HP Instant Ink monochrome toner service (on average)	62.848%
HP Laser MFP 135w	zł0.279
HP LaserJet Pro M15w	zł0.299
HP LaserJet Pro M15a	zł0.299
HP LaserJet Pro MFP M28w	zł0.299
HP LaserJet Pro MFP M28a	zł0.299
HP Laser 107w	zł0.279
Xerox Phaser 3020Bi	zł0.158
HP Laser 107a	zł0.279
Xerox WorkCentre 3025BI	zł0.158
HP Laser MFP 135a	zł0.279
Canon i-SENSYS MF237w	zł0.179
HP LaserJet Pro M404dn	zł0.215
Canon i-SENSYS MF3010	zł0.219
HP LaserJet Pro MFP M428fdw	zł0.215
Canon i-SENSYS LBP223dw	zł0.177

Portugal

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.048
Percent Savings with HP Instant Ink monochrome toner service (on average)	63.818%
HP LaserJet Pro MFP M28a	€0.056
HP LaserJet Pro M15a	€0.056
HP LaserJet Pro M404dn	€0.036
HP LaserJet Pro MFP M28w	€0.056
HP LaserJet Pro M15w	€0.056
Canon i-SENSYS LBP223dw	€0.042
Canon i-SENSYS MF443dw	€0.042
HP Laser 107w	€0.058
HP LaserJet Pro M404dw	€0.036
Canon i-SENSYS MF445dw	€0.042

Puerto Rico

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	\$0.017
Average Competitor Cost	\$0.047
Percent Savings with HP Instant Ink monochrome toner service (on average)	62.753%
HP Laser 107w	\$0.056
HP LaserJet Pro M404dw	\$0.035
HP Laser MFP 137fnw	\$0.056
HP Laser MFP 135w	\$0.056
Canon LBP6030w	\$0.049
HP LaserJet Pro MFP M428fdw	\$0.035
Canon imageCLASS MF445dw	\$0.038

Romania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	lei0.085
Average Competitor Cost	lei0.230
Percent Savings with HP Instant Ink monochrome toner service (on average)	62.845%
Xerox WorkCentre 3025BI	lei0.167
Xerox Phaser 3020Bi	lei0.167
HP LaserJet Pro M15a	lei0.270
HP LaserJet Pro MFP M28w	lei0.270
HP LaserJet Pro MFP M28a	lei0.270
HP Laser MFP 135a	lei0.270
Xerox WorkCentre 3025NI	lei0.167
HP Laser MFP 135w	lei0.270
HP LaserJet Pro MFP M428dw	lei0.194
HP LaserJet Pro M15w	lei0.270
HP Laser 107a	lei0.270
Canon i-SENSYS MF443dw	lei0.164
HP Laser MFP 137fnw	lei0.270
HP LaserJet Pro MFP M428fdw	lei0.194
HP Laser 107w	lei0.270
HP LaserJet Pro MFP M428fdn	lei0.194

Slovakia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.043
Percent Savings with HP Instant Ink monochrome toner service (on average)	60.018%
HP Laser MFP 135a	€0.051
HP Laser MFP 135w	€0.051
HP LaserJet Pro MFP M28w	€0.051
HP LaserJet Pro MFP M28a	€0.051
Xerox WorkCentre 3025BI	€0.040
Xerox Phaser 3020Bi	€0.040
HP LaserJet Pro M15w	€0.051
HP Laser 107w	€0.051
HP LaserJet Pro M209dw	€0.044
HP LaserJet Pro M15a	€0.051
Canon i-SENSYS MF3010	€0.046
HP LaserJet Pro M404dn	€0.038
Canon i-SENSYS LBP223dw	€0.032
HP Laser 107a	€0.051
Canon LBP6030B	€0.046
HP LaserJet Pro MFP M428fdn	€0.038
Canon i-SENSYS MF443dw	€0.032
HP LaserJet Pro MFP M428dw	€0.038
HP LaserJet Pro MFP M428fdw	€0.038
Canon i-SENSYS LBP226dw	€0.032
Canon i-SENSYS MF237w	€0.037

Slovenia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.047
Percent Savings with HP Instant Ink monochrome toner service (on average)	63.114%
Xerox Phaser 3020Bi	€0.049
HP Laser MFP 135a	€0.049
HP LaserJet Pro M15a	€0.053
Xerox WorkCentre 3025BI	€0.049
HP LaserJet Pro MFP M28a	€0.053
HP Laser MFP 137fnw	€0.049
HP LaserJet Pro MFP M428dw	€0.039
HP Laser 107w	€0.049
Xerox WorkCentre 3025NI	€0.049
HP LaserJet Pro MFP M428fdn	€0.039
HP LaserJet Pro M15w	€0.053
HP Laser 107a	€0.049
HP LaserJet Pro M404dn	€0.039
HP LaserJet Pro M404dw	€0.039
Canon i-SENSYS LBP223dw	€0.038
HP LaserJet Pro MFP M28w	€0.053

Spain

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	€0.017
Average Competitor Cost	€0.052
Percent Savings with HP Instant Ink monochrome toner service (on average)	66.992%
HP LaserJet Pro MFP M28a	€0.060
HP LaserJet Pro M15a	€0.060
HP LaserJet Pro MFP M28w	€0.060
HP LaserJet Pro M404dn	€0.043

HP LaserJet Pro M15w	€0.060
HP Laser 107a	€0.056
HP LaserJet Pro MFP M428fdn	€0.043
HP Laser 107w	€0.056
HP LaserJet MFP M234sdwe	€0.050
HP Laser MFP 137fnw	€0.056
HP LaserJet MFP M234sdne	€0.050
HP LaserJet Pro MFP M428dw	€0.043
HP Laser MFP 135w	€0.056
HP LaserJet Pro M404dw	€0.043

Sweden

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	kr0.213
Average Competitor Cost	kr0.556
Percent Savings with HP Instant Ink monochrome toner service (on average)	61.728%
HP LaserJet Pro M15w	kr0.699
HP LaserJet Pro M404dn	kr0.500
HP Laser 107w	kr0.649
HP LaserJet Pro M15a	kr0.699
HP LaserJet Pro MFP M28a	kr0.699
HP LaserJet Pro MFP M28w	kr0.699
Canon i-SENSYS LBP226dw	kr0.451
Canon LBP6030B	kr0.500
HP LaserJet Pro M209dwe	kr0.545
HP LaserJet MFP M234dwe	kr0.545
Canon i-SENSYS LBP223dw	kr0.451
HP LaserJet Pro M501 dn	kr0.362
HP LaserJet Pro M404dw	kr0.500
HP LaserJet Enterprise M406dn	kr0.500
HP LaserJet Pro MFP M428dw	kr0.500
HP Laser MFP 137fnw	kr0.649
HP LaserJet Pro MFP M428fdw	kr0.500

Switzerland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	CHF0.019
Average Competitor Cost	CHF0.046
Percent Savings with HP Instant Ink monochrome toner service (on average)	57.597%
HP LaserJet Pro M404dn	CHF0.044
HP LaserJet Pro MFP M428fdw	CHF0.044
HP LaserJet Pro MFP M428dw	CHF0.044
HP LaserJet Pro MFP M428fdn	CHF0.044
HP LaserJet Pro M404dw	CHF0.044
Canon i-SENSYS LBP226dw	CHF0.042
HP Laser 107w	CHF0.057

United Kingdom

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	£0.015
Average Competitor Cost	£0.044
Percent Savings with HP Instant Ink monochrome toner service (on average)	65.261%
HP LaserJet Pro M404dn	£0.038
HP LaserJet Pro M15w	£0.053
HP LaserJet Pro M15a	£0.053
HP Laser MFP 135w	£0.049
HP LaserJet Pro MFP M28w	£0.053
HP Laser 107a	£0.049
HP Laser 107w	£0.049
HP LaserJet Pro MFP M428fdn	£0.038
HP LaserJet Pro MFP M428dw	£0.038
HP LaserJet Pro MFP M428fdw	£0.038
HP LaserJet Pro MFP M28a	£0.053
HP LaserJet Enterprise M507dn	£0.024
HP LaserJet Pro M209dwe	£0.044
HP LaserJet Pro M404n	£0.038

United States

Printer	Total Cost per Page (Local Currency)
HP Instant Ink monochrome toner service	\$0.017
Average Competitor Cost	\$0.041
Percent Savings with HP Instant Ink monochrome toner service (on average)	58.244%
HP LaserJet Pro M404dw	\$0.035
HP LaserJet Pro M404dn	\$0.035
HP LaserJet Pro MFP M29w	\$0.050
HP LaserJet Pro MFP M428fdn	\$0.035
HP LaserJet Pro M15w	\$0.050
Canon imageCLASS MF242dw	\$0.035
HP LaserJet Pro MFP M428fdw	\$0.035
Canon imageCLASS D570	\$0.035
HP LaserJet Pro MFP M28w	\$0.050
HP LaserJet Pro M209dw	\$0.045
HP LaserJet Pro M209dwe	\$0.045
HP LaserJet MFP M234dw	\$0.045
HP LaserJet MFP M234dwe	\$0.045

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

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