



NPI Plan HP DeskJet 2710e series



White

SECTION 1: Product details, Key dates, Messaging & Positioning

Product name	HP DeskJet 2710e series	
Business Unit	Home Consumer Solutions	
Product Line	2N	
Code name	Taccola Minus	
Replaced product	HP DeskJet 2710 series	
Product number	Product description	Color
26K72B (Derivative)	HP DeskJet 2710e All-in-One	White
Functionality	Print, Scan and Copy	
Availability	UK&I, SE, NE, CE	
Estimated street price (incl. VAT)	£39.99	
Select advance availability (SA) Blind CPL	February 1st, 2021	
First Customer Shipment (FCS)	May 1 st , 2021	
General market availability Live CPL	May 1 st , 2021	
Pre-launch / Pre-ordering HP.com & Amazon	n/a	
EMU shipment (receipt)	TBC	
Press embargo / product announcement	TBC	

MESSAGING

Product description	Keep it simple All the essentials – easy setup with HP Smart app,[2] worry-free wireless,[1] and ink savings.[3]
Target audience	Home printer users who want reliable, easy-to-use technology solutions to give them everything they need to print, scan, and copy smarter and faster.
Key Selling Points	KSP 1: Simple setup. Simple printing. <ul style="list-style-type: none"> Get started fast with simple setup that guides you through each step, using HP Smart app.[2] Easily handle tasks and get a lot from one device – print, scan, and copy. Get quick and easy printing directly at the control panel. This printer is made from recycled printers and other electronics—more than 20% by weight of plastic.
	KSP 2: Worry-free wireless <ul style="list-style-type: none"> Get better range and faster, more reliable connections using dual-band Wi-Fi® with self-reset.[1] Get connected with Bluetooth® and start printing fast from your smartphone or tablet – easy setup.[6] Built-in wireless capabilities let you easily access, print, and share resources on a network.[7]
	KSP 3 Print then and there. From anywhere.[2] <ul style="list-style-type: none"> Easily print, scan, and copy everyday documents from your smartphone, using HP Smart app.[2]



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	<ul style="list-style-type: none"> Eliminate steps in repetitive tasks with customizable Shortcuts.[2] Scan to the cloud, email, and more.[2] Organize documents 50% faster with Shortcuts in HP Smart app.[2,4]
	<p>KSP 4 HP+ Printing made brilliantly simple</p> <ul style="list-style-type: none"> Easily print from any device - virtually anytime, anywhere.[2] Enroll to get ink or toner, plus hassle-free delivery and recycling all starting at \$0.99 a month. Print on the go, scan multi-paged documents more easily, and save time with pre-programmed shortcuts.[2] Print up to 1,500 pages per month for free and option to continue with flexible plans to meet your needs.[7]

Details & Footnotes



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POSITIONING	
HP PPS Assets	
Assets	Availability Date
General Availability	5/1/2021
Datasheets (GA -7 weeks)	6/3/2021
Product Presentation (GA -4 weeks)	4/5/2021
Battlecard (GA -2 weeks)	4/19/2021
Videos (GA -4 weeks)	4/5/2021
Etail Toolkit (GA -4 weeks)	4/5/2021
Co-Marketing Assets At GA	5/1/2021
Partner Launching Pages (GA +2 weeks)	5/14/2021
Sell-up from	HP DeskJet 2300 series
Sell-up to	HP DeskJet 2720 series
Sell against	TBD

PRODUCT DETAILS					
Specifications	Function - Wireless, Print, Scan, Copy				
	Print speed - Print speed up to 7.5 ppm (black) and 5.5 ppm (color)				
Dimensions and weight	Duty Cycle - Up to 1000 pages				
	Mobile printing capability – Apple AirPrint™; Chrome OS; HP Smart app; Mopria-certified				
	Recommended Monthly Page Volume – 100 – 300 pages				
	Dual-band Wi-Fi® with self-reset				
	Input capacity - Up to 60 sheets				
	Output capacity – Up to 25 sheets				
		Product trays closed	Product trays opened	Box	Industrial pallet
	Width (mm)	425	425.2	475	1200
Depth (mm)	304	546.6	191	1000	
Height (mm)	154	250	354	2261	
Weight (kg)	3.42		4.58	351	
Quantities	1			72	



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SECTION 2: Consumables, Accessories, Warranty

Ink Supplies (In box)	HP 305 Black Original Ink Cartridge; HP 305 Tri-Color Original Ink Cartridge									
Ink Supplies (In store)		Product Number	Single Unit List Price EURO	Single Unit List Price USD	MRSP w/o VAT USD	MRSP w/o VAT EUR	MRSP with VAT EUR	FRANCE MRSP final	Yield	cpp
	305 (CMY)	3YM60A	€ 11,22	\$12,56	\$11,60	€ 10,36	€ 12,33	€ 11,99	100	€ 0,120
	305 (K)	3YM61A	€ 11,22	\$12,56	\$11,60	€ 10,36	€ 12,33	€ 11,99	120	€ 0,100
	305 XL (CMY)	3YM63A	€ 18,40	\$20,61	\$19,03	€ 16,99	€ 20,22	€ 19,99	200	€ 0,100
	305 XL (K)	3YM62A	€ 20,57	\$23,03	\$21,27	€ 18,99	€ 22,60	€ 22,99	240	€ 0,096
	Combo Pack 305 XL saving 10%	6ZA94AE	€ 35,07	\$39,28	\$36,27	€ 32,38	€ 38,54	€ 38,99	240+200	€ 0,097
Instant Ink offer	HP DeskJet 2710e with +6 months of free ink									
In-Box content:	HP DeskJet 2710e All-in-One Printer; HP 305 Setup Black Cartridge; HP 305 Setup Tri-Color Cartridge; Regulatory flyer; Setup guide; Reference guide; Power cord									
Service and Support	<p>Warranty</p> <p>One-year limited hardware warranty; 24-hour, 7 days a week support</p> <p>+1 year extra HP warranty for a total of 2years of HP warranty. The total warranty might vary depending on markets. To activate this benefit, one need to choose HP+ during printer setup.</p>									



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SECTION 3: Ordering information

Country of Origin: China

Localization options:

SKU #	UPC/EAN code	Product name	Countries of Shipment	Language
26K72B#629	195161618109	HP DeskJet 2710e All-in-One Printer	Belgium, France, Italy, Spain, Portugal, Netherlands, Switzerland, Denmark, Finland, Norway, Sweden, Germany, Austria, Luxembourg, Estonia, Latvia, Lithuania	EN, DE, IT, FR, NL, ES, PT, SV, FI, NO, DA, ET, LV, LT
26K72B#686	195161618116		Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
26K72B#687	195161618123		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
26K72B#ABT	195161618130		Israel	HE

Dimensions and weight		Product trays closed	Product trays opened	Box	Industrial pallet
	Width (mm)		425	425.2	475
Depth (mm)		304	546.6	191	1000
Height (mm)		154	250	354	2261
Weight (kg)		3.42		4.58	351
Quantities		1			72

Pricing:

Country	DE	FR	IT	BE	NL	FI	BL	ES	PT	AT	GR	IE
Currency	EC	EC	EC	EC	EC	EC	EC	EC	EC	EC	EC	EC
LP	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0
MSRP	49.9	39.9	39.9	39.9	39.9	39.9	39.9	39.9	39.9	49.9	39.9	39.9

Country	GB	CH	SE	NO	DK	PL	EM	SI	CZ	SK	HU	RO	BG	IL
Currency	BP	SF	SK	NK	DK	EC	EC	EC	EC	EC	EC	EC	EC	US
LP	35.0	46.0	434.0	411.0	299.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	45.0
MSRP	39.9	45.5	599.0	649.0	399.0	39.9	39.9	39.9	39.9	39.9	39.9	39.9	39.9	49.9