NPI Plan HP OfficeJet Pro 801Xe series

White + Basalt   White+ Oasis

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

Product name	**HP OfficeJet Pro 801Xe All-in-One series**
Business Unit	Home Business Solutions
Product Line	7T
Product number	228F8B (Standard) - HP OfficeJet 8012e All-in-One (White + Basalt) 228G0B (Derivative) – HP OfficeJet 8014e All-in-One (White + Basalt) 228F9B (Derivative) - HP OfficeJet 8015e All-in-One (White + Oasis)
Code name	Malbec Lite Yet1
Functionality	Print, Scan, Copy
Availability	UK&I, SE, NE, CE
Estimated street price (incl. VAT)	£114.99
EMU shipment (receipt)	TBD
Select advance availability (SA) Blind CPL	March 1st, 2021
Press embargo / product announcement	TBD
Pre-launch / Pre-ordering HP.com & Amazon	n/a
First Customer Shipment (FCS)	April 1st, 2021
General market availability Live CPL	April 1st, 2021
Replaced product	**HP OfficeJet Pro 801x All-in-One series**

MESSAGING

Product description	**Smart, Simple, Productive** The productive smart printer that doesn't just print, it produces. Save time with Shortcuts,[1,4] and get automatic two-sided printing. Print and scan from your phone.[1] And with HP+, you'll get printing that gives you more.
Target customer	Business owners who want a printer to be simple and easy-to-use, and who want to work smarter so they can do more of what they love.
Key Selling Points	**KSP1: Designed to save you time** • Eliminate steps in repetitive tasks, using Shortcuts.[1] Scan to the cloud, email, and more – in a tap.[1] • Work fast and hands-free with the 35-page auto-feeder. Get automatic two-sided printing. • Take control of print, scan, copy, and fax jobs with tap-and-swipe ease, using the color touchscreen. • This printer is made from recycled plastics and other electronics—more than 15% by weight of plastic. **KSP 2: Freedom to work anywhere** • Connect to cloud-based printing with Wi-Fi™ or your cellular network to print from anywhere.[1] • Quickly access and print documents and images on your smartphone, from Dropbox and Google Drive.[1] • Get high-quality scanning to share to Dropbox, Google Drive, email, or the cloud – from virtually anywhere.[1] • Get notifications when printing, scanning, or copying from your smartphone.[1] **KSP 3: Printing made brilliantly simple** • With HP+, get peace of mind with a total of up to 3 years of HP warranty. • With HP+, get 6 months of free ink, with convenient ink replacements and delivery trial included.[6] • Get ink, plus hassle-free delivery and recycling all starting at $0.99 USD

	• Produce professional-quality color graphics and rich black text for all your business documents.
	KSP 04: Enhanced security, reliable connections
	• Reduce interruptions with self-healing Wi-Fi™ that keeps you connected.[2]
	• Get security essentials to help maintain privacy and control.
	• Count on chatbot support and helpful notifications with the HP Smart app.[1]
	• Easily share resources – access and print with wireless networking.[2]

Details & Footnotes

Footnote - Malbec.docx

POSITIONING	
The standard in smart productivity	
HP PPS Assets	Datasheets – (GA -7 weeks) Product Presentation – (GA -4 weeks) Product Guide – (GA -2 weeks) Battlecard – (GA -2 weeks) Videos – (GA -4 weeks) Etail Toolkit – (GA -4 weeks) Co-Marketing Assets – At GA Partner Landing Pages – (GA +2 weeks)
Sell-up from	HP OfficeJet Pro 6950
Sell-up to	HP OfficeJet Pro 802xe series
Sell against	Epson WORKFORCE WF-2860DWF Canon Maxify MB 2150

PRODUCT DETAILS	
Specifications	• Automatic 2-sided printing • 225-page input tray • 35-page automatic document feeder • Up to 18 pages per minute • Dual-band Wi-Fi with self-healing • 20,000 pages duty cycle • 60 sheet output tray • Maximum scan size - 215.9 x 297 mm • A4 borderless printing • Apple AirPrint™; Wi-Fi® Direct Printing; Mopria™ Certified; HP Smart • 5.58 cm Capacitive Touchscreen Mono Graphic Display

Dimensions and weight	HP OfficJet Pro 801Xe Series	Product trays closed	Product trays opened	Box	Industrial pallet
	Width (mm)	460	460	506	1200
	Depth (mm)	341.2	375.8	298	1000
	Height (mm)	234	233	408	2196
	Weight (kg)	8.2		10.4	334
	Quantities	1			30

SECTION 2: Consumables, Accessories, Memory/Storage, Connectivity

Ink Supplies (In box)	▪ HP 912 Black Original Ink Cartridge; HP 912 Cyan Original Ink Cartridge; HP 912 Magenta Original Ink Cartridge; HP 912 Yellow Original Ink Cartridge, 255 pages Black, ~ 270 pages						
Ink Supplies (In store)	Product Number	Single Unit List Price EURO	Single Unit List Price USD	MRSP USD	MRSP EUR	Yield	cpp
	3YL77AE	10.18	11.42	11.99	10.99	315	0.03
	3YL78AE	10.18	11.42	11.99	10.99	315	0.03
	3YL79AE	10.18	11.42	11.99	10.99	315	0.03
	3YL80AE	16.30	18.30	19.99	16.99	300	0.06
	3YL81AE	18.10	20.32	21.99	18.99	825	0.02
	3YL82AE	18.10	20.32	21.99	18.99	825	0.02
	3YL83AE	18.10	20.32	21.99	18.99	825	0.02
	3YL84AE	37.27	41.82	44.99	38.99	825	0.05
	3YL85AE	47.90	53.74	50.99	57.99	1500	0.03
Instant Ink offer	▪ OfficeJet Pro 8012e with +6 months of free ink ▪ OfficeJet Pro 8014e with +9 months of free ink ▪ OfficeJet Pro 8015e with +6 months of free ink						
In-Box content:	HP OfficeJet Pro 801xe All-in-One Printer; HP 912 Black Original Ink Cartridge; HP 912 Cyan Original Ink Cartridge; HP 912 Magenta Original Ink Cartridge; HP 912 Yellow Original Ink Cartridge; User Guide; Regulatory flyer; Setup poster; Reference Guide; Power cord						

Service and Support	**Care pack** ■ UG198E– 3 yrs std exchange - available in All EMEA countries Except ME, Africa, South Africa, Israel, Turkey ■ UG075E– 3 yrs Next Business Day exchange - available in Austria; Belgium; Denmark; Finland; France; Germany; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; UK; Czech; Greece; Hungary; Poland; Slovakia. ■ UG248E– 3 yrs Return to Depot - available in ME, Africa, South Africa, Israel, Turkey **Warranty** One-year limited hardware warranty; 24-hour, 7 days a week Web support; business hour phone support within warranty period. Three years of HP warranty require HP+ activation at setup and HP Care Pack Services registration. Three years consist of: (1) one-year standard HP warranty; (2) one-year extra HP warranty through HP+ activation at setup; and (3) one-year bonus HP warranty through HP Care Pack Services registration. HP+ and HP Care Pack Services not available in all countries. HP Care Pack Services registration must be completed at www.hp.com/go/bonuswarranty within 60 days of printer purchase.

SECTION 3: Ordering information

Country of Origin: Thailand
Localization options:

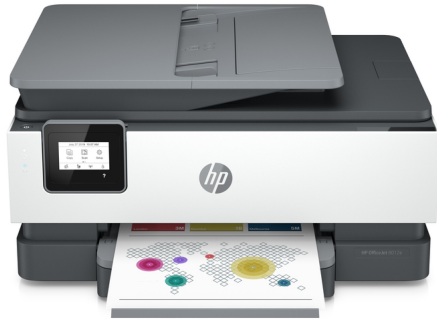| SKU #	Product name	UPC/EAN code	Countries of Shipment	Language
228F8B#629	HP OfficeJet 8012e All-in-One	195161213625	Belgium, France, Italy, Spain, Portugal, Netherlands, Switzerland, Denmark, Finland, Norway, Sweden, Germany, Austria, Luxembourg, Estonia, Latvia, Lithuania	EN, DE, IT, FR, NL, ES, PT, SV, FI, NO, DA, ET, LV, LT
228F8B#686	HP OfficeJet 8012e All-in-One	195161213632	Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
228F8B#687	HP OfficeJet 8012e All-in-One	195161213649	Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
228F9B#629	HP OfficeJet 8015e All-in-One	195161213656	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
228F9B#687	HP OfficeJet 8015e All-in-One	195161213670	~~Cyprus, Malta,~~ Republic of Ireland, United Kingdom	EN, EL
228G0B#629	HP OfficeJet 8014e All-in-One	195161213687	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
228G0B#687	HP OfficeJet 8014e All-in-One	195161213700	~~Cyprus, Malta,~~ Republic of Ireland, United Kingdom	EN, EL

Pricing:

Country	DE	FR	IT	BE	NL	FI	BL	ES	PT	AT	IE
Currency	EC	EC	EC	EC	EC	EC	EC	EC	EC	EC	EC
LP	125	125	125	125	125	125	125	125	125	125	125
MRSP	139.9	129.9	129.9	129.9	129.9	129.9	129.9	129.9	129.9	139.9	129.9

Country	GB	CH	SE	NO	DK
Currency	BP	SF	SK	NK	DK
LP	105	133	1336	1412	914
MRSP	114	133.7	1329	1409	978

HP OfficeJet 8012e All-in-One Printer

Smart. Simple. Productive.

Count on the fast print speeds up to 20 ppm[1], automatic two-sided printing, easy mobile printing, and reliable Wi-Fi connectivity.[2] Choose HP+ at setup to receive 6 months of Instant Ink[3] and an extended (up to 3 years) HP warranty.[4]

This is an HP+ enabled printer. Choose HP+ at product setup to activate benefits. HP+ requires an HP account, ongoing connection to the internet, and exclusive use of Original HP Ink cartridges for the life of the printer. More at: http://www.hp.com/plus-faq. If you choose standard we remind you that this printer is intended to work only with cartridges that have new or reused HP electronic circuitry, and it uses dynamic security measures to block cartridges using modified or non-HP circuitry. Periodic firmware updates will maintain the effectiveness of these measures and block cartridges that previously worked. Reused HP electronic circuitry enables the use of reused, remanufactured, and refilled cartridges. Learn more at: http://www.hp.com/learn/ds

Highlights

- 6 months of Instant Ink included with HP+[3]
- Up to 3 years HP warranty with HP+[4]
- With HP+, get advanced HP Smart app solutions
- Print, scan, copy
- Print Speed ISO: Up to 18 ppm black, up to 10 ppm colour
- Made with more than 15% recycled content by weight of plastic
- 225 sheet input tray; 60 sheet output tray
- 5.58 cm (2.2 in) Capacitive Touchscreen MGD

Designed to save you time

- Eliminate steps in repetitive tasks, using Shortcuts.[5] Scan to the cloud, email, and more – in a tap.[5]
- Work fast and hands-free with the 35 page auto-feeder. Get automatic two-sided printing.
- Take control of print, scan and copy jobs with tap-and-swipe ease, using the colour touchscreen.
- Easily print, scan, and copy from your phone, using HP Smart – best-in-class print app.[5,6]

Never run out of ink with Instant Ink[7]

- Enroll to Instant Ink to get ink, plus hassle-free delivery and recycling while saving up to 70%.[8]
- Change or cancel any time.[9]

HP+ – printing made brilliantly simple

- With HP+, get connected cloud that automatically detects and fixes connectivity issues.[10]
- Never run out of ink and save up to 70% with Instant Ink. 6 months trial included with HP+ (requires HP+ activation at set up and Instant Ink registration, after 6 months, monthly fee applies unless cancelled).[3,7,8]
- With HP+, get advanced HP Smart app solutions such as easy multi-paged documents scanning from your phone.[5]
- HP+ requires HP account, ongoing internet connection, and exclusive use of Original HP Ink cartridges to operate.

Enhanced security, reliable connections

- Reduce interruptions with self-healing Wi-Fi™ that keeps you connected.[2]
- Get security essentials to help maintain privacy and control.
- Count on chatbot support and helpful notifications with the HP Smart app.[5]
- Easily share resources – access and print with wireless networking.[2]

Technical specifications

Functions	Print, copy, scan
Print technology	HP Thermal Inkjet
Print speed	**Black (A4, ISO):** Up to 18 ppm; **Colour (A4, ISO):** Up to 10 ppm; **Draft black (A4):** Up to 28 ppm; **Draft colour (A4):** Up to 24 ppm
First page out	**Black (A4, ready):** As fast as 13 sec; **Colour (A4, ready):** As fast as 17 sec;
Print resolution	**Black (best):** 1200 x 1200 rendered dpi; **Colour (best):** Up to 4800 x 1200 optimized dpi on HP Advance Photo Paper 1200 x 1200 dpi input;
Monthly duty cycle	Up to 20,000 pages A4; **Recommended monthly page volume:** Up to 800 pages
Printer smart software features	Orientation: Portrait/Landscape; Print on Both Sides: None/Flip on Long Edge/Flip on Short Edge; Page Order: Front to Back/Back to Front; Pages per Sheet: 1, 2, 4, 6, 9, 16; Quality Settings: Draft/Normal/Best; Printing Shortcuts; Print in Greyscale: Off/High Quality Greyscale/Black Ink Only; Pages per Sheet Layout: Right then Down/Down then Right/Left then Down/Down then Left; Print in Max DPI: No/Yes; HP Real Life Technologies: Off/On; Booklet: None/Booklet-Left Binding/Booklet-Right Binding; Pages to Print: Print All Pages/Print Odd Pages Only/Print Even Pages Only; Borderless Printing: Off/On; Page Borders: Off/On
Standard print languages	HP PCL3 GUI
Print area	**Print margins:** Top: 2.9 mm, Bottom: 2.9 mm, Left: 2.9 mm, Right: 2.9 mm; **Maximum print area:** 210 x 297 mm
Borderless printing	Yes, on photo paper only, 210 x 297 mm (A4)
Number of supplies	4 (1 each black, cyan, magenta, yellow)
Multitasking supported	Yes
Duplex printing	Automatic (standard)
Copy speed	**Black (A4, ISO):** Up to 13 cpm; **Colour (A4, ISO):** Up to 7 cpm
Copier specifications	Number of Copies; Two-Sided; Lighter/Darker; ID Copy; Resize; Quality; Paper Size; Paper Type; Collate; Margin Shift; Crop; Copy Preview; Enhancements; **Maximum number of copies:** Up to 99 copies; **Copy resolution:** Up to 600 dpi; **Reduce/Enlarge:** 25 to 400%
Scan speed	**Normal (A4):** Up to 8 ppm (200 ppi, black and white), up to 3.5 ppm (200 ppi, colour);
Scan file format	JPG, BMP, TIFF, PDF, PNG
Scanner specifications	**Scanner type:** Flatbed, one-sided ADF; **Scan input modes:** Front-panel scan, copy, HP Software, EWS, Mobile apps; **Twain version:** Version 2.1; **Scan size maximum (flatbed):** 215.9 x 297 mm; **Optical scan resolution:** Up to 1200 dpi
Scannable area	**Maximum media size (flatbed):** 215.9 x 297 mm; **Minimum media size (ADF):** 127 x 127 mm; **Maximum media size (ADF):** 215.9 x 355.6 mm
Bit depth/ Grey scale levels	24-bit / 256
Digital sending	**Standard:** Scan to PC;
Processor speed	1.2 GHz
Connectivity	**Standard:** 1 Wireless 802.11a/b/g/n;
Wireless	Yes, built-in Wi-Fi 802.11a/b/g/n
Mobile printing capability	Chrome OS; HP Smart app; Apple AirPrint™; Wi-Fi® Direct Printing; Mopria™ Certified
Network capabilities	Yes, Wireless 802.11a/b/g/n
Memory	**Standard:** 256 MB; **Maximum:** 256 MB DDR3 SDRAM
Number of paper trays	**Standard:** 1; **Maximum:** 1
Media types	Plain Paper, HP Photo Papers, HP Matte Brochure or Professional Paper, HP Matte Presentation Paper, HP Glossy Brochure or Professional Paper, Other Photo Inkjet Papers, Other Matte Inkjet Papers, Other Glossy Inkjet Papers, Thick Plain Paper, Light/Recycled Plain Paper, HP Tri-fold Brochure Paper, Glossy
Media size	**Custom (metric):** Tray 1: 76.2 x 127 to 215.9 x 355.6 mm **Supported (metric):** A4, A5, A6, B5(JIS); Card A4; Photo (13 x 18 cm, 10 x 15 cm); Envelope (A2, C5, C6, DL)

Input capacity	**Standard:** Up to 225 sheets **Maximum:** Up to 225 sheets **ADF:** Standard, 35 sheets
Output capacity	**Standard:** Up to 60 sheets Envelopes: Up to 10 envelopes Cards: Up to 10 sheets **Maximum:** Up to 60 sheets
Compatible operating systems	Windows 10, 8.1, 8, 7,Windows Server 2008 R2 64-bit, Windows Server 2008 R2 64-bit (SP1), Windows Server 2012 64-bit, Windows Server 2012 R2 64-bit, Windows Server 2016, Chrome OS
Minimum system requirements	**Windows:** Windows 10, 8.1, 8, 7: 1 GHz 32-bit (x86) or 64-bit (x64) processor, 2 GB available hard disk space, CD-ROM/DVD drive or Internet connection, USB port, Internet Explorer **Mac:** OS X v10.11 El Capitan; macOS Sierra v10.12 (previously OS X); macOS High Sierra v10.13; macOS Mojave v10.14, OS v10.15 Catalina; 1.5 GB available hard disk space; Internet access
Software included	HP Printer Software, Shop for Supplies Online
Printer dimensions (W x D x H)	**Minimum:** 460 x 337.5 x 233 mm; **Maximum:** 460 x 511.25 x 233 mm;
Package dimensions (W x D x H)	506 x 298 x 408 mm
Printer weight	8.2 kg
Package weight	10.4 kg
Operating environment	**Temperature:** 5 to 40°C **Humidity:** 20 to 80% RH
Storage conditions	**Temperature:** -40 to 60°C
Acoustics	**Acoustic power emissions:** 6.5 B(A) (printing at 15 ppm)
Power	**Requirements:** Input voltage: 100 to 240 VAC (+/- 10%), 50/60 Hz; **Consumption:** Up to 21 watts (printing), 5.80 watts (ready), 0.90 watts (sleep), 0.08 watts (manual-off); **Typical Electricity Consumption (TEC):** 0.17 kWh/Week; **Power supply type:** Internal (Built-in) Universal Power Supply;
Certifications	CISPR 32:2012/EN 55032:2012 Class B; CISPR 24:2010/EN 55024:2010; EN 61000-3-2:2014; EN 61000-3-3:2013; EN 301 489-1 (V2.1.1:2017), EN 301 489-17 (V3.1.1 2017)
Country of origin	Made in Thailand
Control panel	5.58 cm (2.2 in) touchscreen control panel with MGD (mono graphic display); 3 buttons (Home, Help, Back)
What's in the box	**228F8B:** HP OfficeJet 8012e All-in-One Printer; HP 912 Black Original Ink Cartridge; HP 912 Cyan Original Ink Cartridge; HP 912 Magenta Original Ink Cartridge; HP 912 Yellow Original Ink Cartridge; User guide; Regulatory flyer; Setup poster; Reference guide; Power cord. For ink volume and page yield information, visit http://www.hp.com/go/learnaboutsupplies
Supplies	**3YL77AE** HP 912 Cyan Original Ink Cartridge **3YL78AE** HP 912 Magenta Original Ink Cartridge **3YL79AE** HP 912 Yellow Original Ink Cartridge **3YL80AE** HP 912 Black Original Ink Cartridge **3YL81AE** HP 912XL High Yield Cyan Original Ink Cartridge **3YL82AE** HP 912XL High Yield Magenta Original Ink Cartridge **3YL83AE** HP 912XL High Yield Yellow Original Ink Cartridge **3YL84AE** HP 912XL High Yield Black Original Ink Cartridge **CR672A** HP Premium Plus Glossy Photo Paper-20 sht/A4/210 x 297 mm
Service and Support	**UG198E** HP 3 years Care Pack with Standard Exchange for OfficeJet Pro Printers **UG248E** HP 3 years Care Pack with Return to Depot Support for OfficeJet Pro Printers (UG198E: all EMEA countries except Nordics, ME, Africa, South Africa, Israel, Turkey, UG248E: ME, Africa, South Africa, Israel, Turkey)
Warranty	Up to 3 years HP Warranty. 24-hour, 7 days a week Web support; Business hour phone support within warranty period.[4]

Footnotes