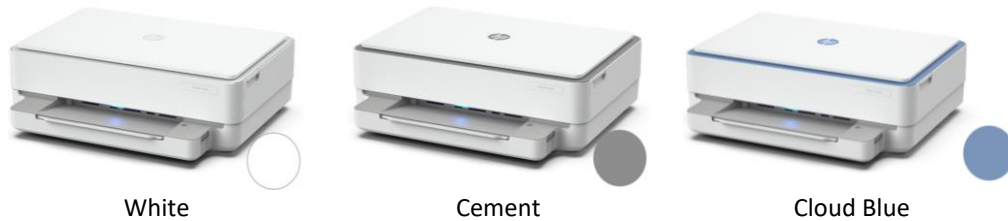




NPI Plan HP ENVY 6000e Series



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

Product name	HP ENVY 6000e series	
Business Unit	Home Consumer Solutions	
Product Line	5M	
Code name	Vasari Base	
Replaced product	HP ENVY 6000 series printer	
Product number	Product description	Color
2K4U9B (Derivative)	HP ENVY 6010e AiO Printer	Cloud Blue
223N4B (Base)	HP ENVY 6020e AiO Printer	Cement
223N5B (Derivative)	HP ENVY 6022e AiO Printer	White
2K4U7B (Derivative)	HP ENVY 6030e AiO Printer	Cement
2K4U8B (Derivative)	HP ENVY 6032e AiO Printer	Cement
Functionality	Print, copy, scan	
Availability	UK&I, SE, NE, CE	
Estimated street price (incl. VAT)	SRP £69.99	
Select advance availability (SA) Blind CPL	April 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	TBD	

MESSAGING

Product description	<p>Everything families need</p> <p>For everyone in the family. Easy setup,[1], plus self-healing Wi-Fi™[2] and ink savings.[3]</p>
Target audience	Families who want solutions to fit seamlessly into everything they have to do, and simplify the way they connect, print, and handle it all from home.
Key Selling Points	<p>KSP 1: Get everyone connected. Just like that.</p> <ul style="list-style-type: none"> • Self-healing Wi-Fi™ automatically detects and resolves connectivity issues to help reduce interruptions.[2] • Get connected with Bluetooth® and start printing fast from your smartphone or tablet – easy setup.[6] • Access and print files on your network with wireless networking.[2]



NPI Plan HP ENVY 6000e Series

	<p>KSP 2: Simple setup. Simple printing.</p> <ul style="list-style-type: none"> • Get started fast with simple setup that guides you through each step to seamlessly connect on any device.[1] • Get quick and easy printing directly at the smart control panel – buttons appear only when needed. • Save time and paper when printing everyday and business documents with automatic two-sided printing.
	<p>KSP 3: Print then and there. From anywhere.[1]</p> <ul style="list-style-type: none"> • Easily print, scan, and copy everyday documents from your smartphone, using HP Smart app.[1] • Eliminate steps in repetitive tasks with customizable Shortcuts.[1] Scan to the cloud, email, and more.[1] • Organize documents 50% faster with Shortcuts in HP Smart app.[1,4]
	<p>KSP 4: HP+ Printing made brilliantly simple</p> <ul style="list-style-type: none"> • Easily print from any device - virtually anytime, anywhere.[1] • 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.[1] • Print up to 1,500 pages per month for free and option to continue with flexible plans to meet your needs.[7]

Details & Footnotes



Vasari.docx

POSITIONING	
HP PPS Assets (dates as per known service delivery dates)	
Assets	Availability Date
General Availability	5/1/2021
Datasheets (GA -7 weeks)	3/13/2021
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 Plus 4100 series
Sell-up to	HP ENVY Pro 6400 series
Sell against	TBC



NPI Plan HP ENVY 6000e Series

PRODUCT DETAILS					
Specifications	Function	- Wireless, Print, Scan, Copy			
	Print speed	- up to 10 ppm (black) and 7 ppm (color)			
	Duty Cycle	- Up to 1000 pages			
	Mobile printing	- Apple AirPrint™; Chrome OS; HP Smart app; Mopria-certified			
	RMPV	- 100 – 400 pages			
	Wi-Fi	- Dual-band Wi-Fi® with self-reset			
	Input capacity	- Up to 100 sheets			
	Output capacity	- Up to 25 sheets			
	Automatic duplex print options				
Dimensions and weight		Product trays closed	Product trays opened	Box	Industrial pallet
	Width (mm)	432.5	432.5	474	1219
	Depth (mm)	361.1	491.5	172	1016
	Height (mm)	132.1	132.1	408	2585
	Weight (kg)	5.22		6.35	554
	Quantities	1			84

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)	€ 11,22	\$12,56	\$11,60	€ 10,36	€ 12,33	€ 11,99	100	€ 0,120	
	305 (K)	€ 11,22	\$12,56	\$11,60	€ 10,36	€ 12,33	€ 11,99	120	€ 0,100	
	305 XL (CMY)	€ 18,40	\$20,61	\$19,03	€ 16,99	€ 20,22	€ 19,99	200	€ 0,100	
	305 XL (K)	€ 20,57	\$23,03	\$21,27	€ 18,99	€ 22,60	€ 22,99	240	€ 0,096	
	Combo Pack 305 XL saving 10%	€ 35,07	\$39,28	\$36,27	€ 32,38	€ 38,54	€ 38,99	240+200	€ 0,097	
Instant Ink offer	<ul style="list-style-type: none"> • HP ENVY 6010e AiO Printer with +6 months of free ink • HP ENVY 6020e AiO Printer with +6 months of free ink • HP ENVY 6022e AiO Printer with +6 months of free ink • HP ENVY 6030e AiO Printer with +6 months of free ink • HP ENVY 6032e AiO Printer with +9 months of free ink 									
In-Box content:	HP DeskJet 6000e 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>									



NPI Plan HP ENVY 6000e Series

SECTION 3: Ordering information

Country of Origin: China

Localization options:

SKU #	UPC/EAN code	Product name	Countries of Shipment	Language
2K4U9B#687	195161625480	HP ENVY 6010e AiO Printer	Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
2K4U9B#629	195161625435		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
223N4B#629	195161624896	HP ENVY 6020e AiO 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
223N4B#686	195161624919		Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
223N4B#687	195161624926		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
223N5B#629	195161624940	HP ENVY 6022e AiO 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
223N5B#687	195161624971		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
2K4U7B#687	195161625381	HP ENVY 6030e AiO Printer	Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
2K4U7B#629	195161625343		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
2K4U8B#687	195161625411	HP ENVY 6032e AiO Printer	Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
2K4U8B#629	195161625398		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

Dimensions and weight		Product trays closed	Product trays opened	Box	Industrial pallet
	Width (mm)	432.5	432.5	474	1219
	Depth (mm)	361.1	491.5	172	1016
	Height (mm)	132.1	132.1	408	2585
	Weight (kg)	5.22		6.35	554
	Quantities	1			84

Pricing: HP Envy 6010e, 6022e, 6030e, 6032e

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	94.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	94.9	0.0	79.9
MSRP	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0		74.0

Country	GB	CH	SE	NO	DK	PL	EM	SI	CZ	SK	HU	RO	BG
Currency	BP	SF	SK	NK	DK	EC	EC	EC	EC	EC	EC	EC	EC
LP	69.9	82.6	899.0	949.0	699.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MSRP	65.0	86.0	803.0	760.0	553.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



NPI Plan HP ENVY 6000e Series

Pricing: HP Envy 6020e

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	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0		74.0
MSRP	94.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9	94.9	0.0	79.9

Country	GB	CH	SE	NO	DK	PL	EM	SI	CZ	SK	HU	RO	BG
Currency	BP	SF	SK	NK	DK	EC	EC	EC	EC	EC	EC	EC	EC
LP	65.0	86.0	803.0	760.0	553.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0	74.0
MSRP	69.9	82.6	899.0	949.0	699.0	79.9	79.9	79.9	79.9	79.9	79.9	79.9	79.9