



## NPI Plan HP DeskJet 2720e series

			
Cement	Light Sage	Noble Blue	Terracotta

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

<b>Product name</b>	<b>HP DeskJet 2720e series</b>	
<b>Business Unit</b>	Home Consumer Solutions	
<b>Product Line</b>	2N	
<b>Code name</b>	Taccola	
<b>Replaced product</b>	HP DeskJet 2720 series	
<b>Product number</b>	<b>Product description</b>	<b>Color</b>
26K67B (Base)	HP DeskJet 2720e All-in-One Printer	Cement
26K68B (Derivative)	HP DeskJet 2721e All-in-One Printer	Indigo
26K69B (Derivative)	HP DeskJet 2722e All-in-One Printer	Light Sage
26K70B (Derivative)	HP DeskJet 2723e All-in-One Printer	Terracotta
<b>Functionality</b>	Print, Scan and Copy	
<b>Availability</b>	UK&I, SE, NE, CE	
<b>Estimated street price (incl. VAT)</b>	£49.99	
<b>Select advance availability (SA) Blind CPL</b>	February 1st, 2021	
<b>First Customer Shipment (FCS)</b>	May 1 <sup>st</sup> , 2021	
<b>General market availability Live CPL</b>	May 1 <sup>st</sup> , 2021	
<b>Pre-launch / Pre-ordering HP.com &amp; Amazon</b>	n/a	
<b>EMU shipment (receipt)</b>	TBC	
<b>Press embargo / product announcement</b>	TBD	

### MESSAGING

<b>Product description</b>	<p><b>Keep it simple</b></p> <p>All the essentials – easy setup with HP Smart app,[2] worry-free wireless,[1] and ink savings.[3]</p>
<b>Target audience</b>	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.
<b>Key Selling Points</b>	<p><b>KSP 1: Simple setup. Simple printing.</b></p> <ul style="list-style-type: none"> <li>Get started fast with simple setup that guides you through each step, using HP Smart app.[2]</li> <li>Easily handle tasks and get a lot from one device – print, scan, and copy.</li> <li>Get quick and easy printing directly at the control panel.</li> <li>This printer is made from recycled printers and other electronics—more than 20% by weight of plastic.</li> </ul> <p><b>KSP 2: Worry-free wireless</b></p> <ul style="list-style-type: none"> <li>Get better range and faster, more reliable connections using dual-band Wi-Fi® with self-reset.[1]</li> </ul>



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	<ul style="list-style-type: none"> <li>• Get connected with Bluetooth® and start printing fast from your smartphone or tablet – easy setup.[6]</li> <li>• Built-in wireless capabilities let you easily access, print, and share resources on a network.[7]</li> </ul>
	<p><b>KSP 3: Print then and there. From anywhere.[2]</b></p> <ul style="list-style-type: none"> <li>• Easily print, scan, and copy everyday documents from your smartphone, using HP Smart app.[2]</li> <li>• Eliminate steps in repetitive tasks with customizable Shortcuts.[2] Scan to the cloud, email, and more.[2]</li> <li>• Organize documents 50% faster with Shortcuts in HP Smart app.[2,4]</li> </ul>
	<p><b>KSP 4: HP+ Printing made brilliantly simple</b></p> <ul style="list-style-type: none"> <li>• Easily print from any device - virtually anytime, anywhere.[2]</li> <li>• Enroll to get ink or toner, plus hassle-free delivery and recycling all starting at \$0.99 a month.</li> <li>• Print on the go, scan multi-paged documents more easily, and save time with pre-programmed shortcuts.[2]</li> <li>• Print up to 1,500 pages per month for free and option to continue with flexible plans to meet your needs.[7]</li> </ul>

### Details & Footnotes



Taccola footnote.docx

<b>POSITIONING</b>	
<b>HP PPS Assets</b>	
<b>Assets</b>	<b>Availability Date</b>
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
<b>Sell-up from</b>	HP DeskJet 2710 series
<b>Sell-up to</b>	HP DeskJet Plus 4100 series
<b>Sell against</b>	TBC



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PRODUCT DETAILS					
<b>Specifications</b>	Function	- Wireless, Print, Scan, Copy			
	Print speed	- up to 7.5 ppm (black) and 5.5 ppm (color)			
	Duty Cycle	- Up to 1000 pages			
	Mobile printing	- Apple AirPrint™; Chrome OS; HP Smart app; Mopria-certified			
	RMPV	- 100 – 300 pages			
	Wi-Fi	- Dual-band Wi-Fi® with self-reset			
	Input capacity	- Up to 60 sheets			
	Output capacity	- Up to 25 sheets			
<b>Dimensions and weight</b>		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

## 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)		<b>Product Number</b>	<b>Single Unit List Price EURO</b>	<b>Single Unit List Price USD</b>	<b>MRSP w/o VAT USD</b>	<b>MRSP w/o VAT EUR</b>	<b>MRSP with VAT EUR</b>	<b>FRANCE MRSP final</b>	<b>Yield</b>	<b>cpp</b>
	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 2720e, 2721e, 2722e, 2723e with +6 months of free ink									
In-Box content:	HP DeskJet 272Xe 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><b>Warranty</b></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
26K67B#629	195161617973	HP DeskJet 2720e All-in-One	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
26K67B#686	195161617980		Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
26K67B#687	195161617997		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
26K68B#629	195161618017	HP DeskJet 2721e All-in-One	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
26K68B#686	195161618024		Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
26K68B#687	195161618031		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
26K69B#629	195161618048	HP DeskJet 2722e All-in-One	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
26K69B#687	195161618055		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL
26K70B#629	195161618062	HP DeskJet 2723e All-in-One	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
26K70B#686	195161618079		Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia	CZ, HU, SK, BG, HR, RO, SI, GR, PL
26K70B#687	195161618086		Cyprus, Malta, Republic of Ireland, United Kingdom	EN, EL

Dimensions and weight		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

### Pricing:

Country	DE	FR	IT	BE	NL	FI	BL	ES	PT	AT	GR	IE
<b>Currency</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>
<b>LP</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>
<b>MSRP</b>	<b>59.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>59.9</b>	<b>49.9</b>	<b>49.9</b>

Country	GB	CH	SE	NO	DK	PL	EM	SI	CZ	SK	HU	RO	BG
<b>Currency</b>	<b>BP</b>	<b>SF</b>	<b>SK</b>	<b>NK</b>	<b>DK</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>	<b>EC</b>
<b>LP</b>	<b>43.0</b>	<b>56.0</b>	<b>532.0</b>	<b>503.0</b>	<b>366.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>
<b>MSRP</b>	<b>49.9</b>	<b>54.8</b>	<b>599.0</b>	<b>649.0</b>	<b>399.0</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>	<b>49.9</b>