Mono

Multifunction

HP LaserJet M2727 MFP series

WHAT DO YOU HAVE TO SAY?

Launch: Nov 2007
Replaces: HP LaserJet 3390/3392 AiO

From £339 Ex. VAT

Part No	Model	Additional Features
CB532A	HP LaserJet M2727nf	
CB533A	HP LaserJet M2727nfs	Stapler

Target customers

1. Small workteam (2 - 12 people)

2. Professional individuals in small medium businesses

3. Corporate

Why choose this printer?

Do you need to print, copy, scan and fax?
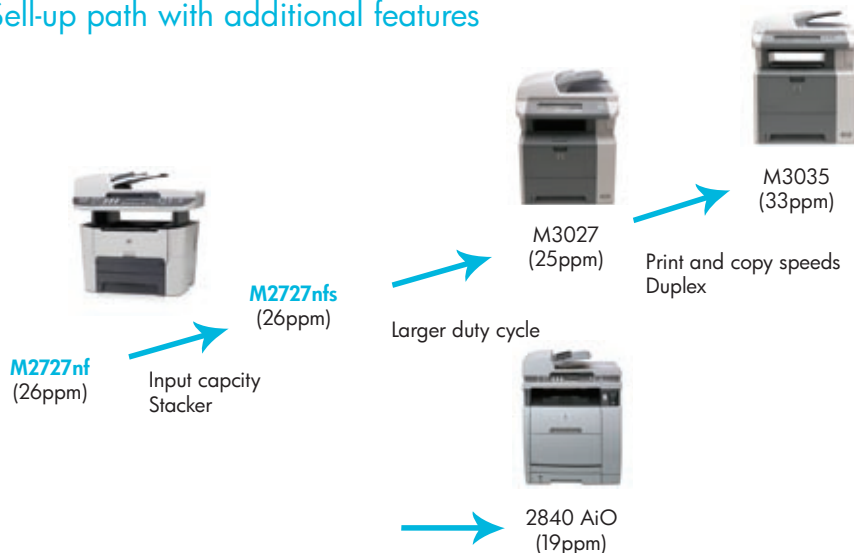One device that does it all.

Need to increase productivity?
Fast copy and print speeds saves time.

Do you receive a large volume of faxes?
Fax storage capacity of over 600 pages.

Do you print and collate large volumes?
Automatic duplexing, 3 paper trays[1] and stapler[1] enable efficient volume printing and handling.

[1]Feature available on the HP LaserJet M1522nfs MFP only.

Key features

- Print, copy, scan and fax

- First-page-out <10 seconds (HP LaserJet 3390/3392 < 9.5 seconds)

- High Speed USB 2.0

- 64 MB RAM

- Duty cycle 15k per month

- 450 MHz processor

- 250 sheet input tray (optional)

What's new?

- 27 ppm letter/26 ppm A4 (HP LaserJet 3390 AiO: 21ppm)

- Memory expandable to 320 MB

- Increased printer cartridge capacity

- Instant-on copying

- Fax storage 600 page (HP LaserJet 3390 AiO 220 page)

HP LaserJet MFP Sell-up path with additional features

M2727nf (26ppm)

Input capcity
Stacker

M2727nfs (26ppm)

Larger duty cycle

M3027 (25ppm)

Print and copy speeds
Duplex

M3035 (33ppm)

2840 AiO (19ppm)

hp ®

Competitor comparison[1]

	HP LaserJet M2727nf MFP	Canon MF6550	Dell 1815DN	Lexmark X342n
Increase productivity				
Print pages per minute (A4)	26	22	25	25
Copy pages per minute (A4)	26	22	25	25
First page out*	10	10	40	33
Stapler	yes[2]	no	no	no
Toner cartridge capacity	3,000/7000	5,000	3,000 or 5,000	2,500 or 6,000 for toner, 30,00 for imaging drum
Resolution (print/copy)	1,200 dpi/ 600 dpi	1,200 x 600/ 600 x 600	1,200 IQ / 600 x 1200	600 x 600 / 600 x 600

[1]based on internal HP testing. * from powersave, 60 minutes idle [2] nfs model

Marketing information

Product images

For your own customer communications, you may wish to include product photography. So to help you find the right images quickly and easily in the HP Image and Video Library (HP IVL), detailed below are product shots together with the HP Document Number. To access the HP IVL please go to www.hp.com/go/ivl

Top view
G6647001042007

Side view
G6547006042007

Side view
G6547008042007

Copy blocks

These marketing copy blocks are designed to help with your customer messaging. Just use the copy from these paragraphs in your own communications to help promote the benefits of HP LaserJet M2727 MFP series.

Correct product title

HP LaserJet M2727 MFP series.

20 word description

Productivity is greatly improved with impressive functionality, power, fast speeds, quality and a host of features with this HP MFP series.

100 word description

Enjoy reliability and performance, as well as increased productivity with fast print speeds of 26 pages per minute, with this HP multifunction printer series.

This versatile MFP delivers high quality faxing, with storage of up to 600 pages, networking and a range of finishing features, including two-sided printing. Handle large, complex jobs with the extendable memory and benefit from the enhanced resolution for colour scanning of your documents.

Original HP LaserJet cartridges ensure easy printing and great results and enjoy comprehensive print language and operating system support and high-speed USB capabilities. Experience the ease, convenience, and reliability you expect from HP.

Ordering information

Supplies	
Q7553A	HP LaserJet Black Print Cartridge (3,000 standard page yield)*
Q7553X	HP LaserJet Black Print Cartridge (7,000 standard page yield)*
Media Supplies	
CHP110	HP Office Paper 80 g/m" A4/210 x 297 mm/500 sheet
CHP210	HP Printing Paper 80 g/m" A4/210 x 297 mm/500 sheet

CHP810	HP Recycled Paper 80 g/m" A4/210 x 297 mm/500 sheet
HP Care Packs	
H5478E	HP Next Business Day Onsite, HW Support, 3 year
H2649PE	HP Post Warranty Service, Next Business Day Onsite, HW Support, 1 year
H5739PE	HP Post Warranty Service, Next Day Exchange, HW Support, 1 year
H3110E	Installation for 1 Network Configuration for Personal or Workgroup printer

H4513E	Installation for 1 Personal or Workgroup Printer (per event)
Cables	
C6520A	HP USB Cable, 3m
Memory	
CB421A	HP 64MB DDR2 144pin SDRAM DIMM
CB423A	HP 256MB DDR2 144pin SDRAM DIMM
CB422A	HP 128MB DDR2 144pin SDRAM DIMM
Paper Handling	
Q7556A	HP 250-sheet Paper Input Tray