HP Retail Printing Solution

Empower your staff and boost sales with a printing solution designed just for retail.

In retail, more information equals more sales—and producing that information in-house saves time and lowers operational costs. From customer invoices and reports to in-store signage and shelf labels, you need a device that can handle the volume and variety of tasks you throw at it daily. But there lies the challenge: finding a printer designed to accommodate retail-specific media—like vinyl labels—that also delivers powerful, dependable performance.

Until recently, your choice of retail-capable printers was limited. And, the available options didn't always offer the reliability or speed a busy retail environment demands. Low-capacity media trays, vinyl-label jams and ruined fusers remain all-too-common complaints. A solution is needed that both accommodates retail media and delivers fast, reliable performance day after day.

What if you could…

- Meet all your in-store printing needs with one powerful, reliable device?
- Print special media like vinyl in larger batches and with the confidence to leave the device unattended while it completes the job?
- Get the job done faster with print speeds of up to 31 vinyl pages per minute?
- Count on a retail-printing solution backed by HP's legendary performance and reliability?

That's alternative thinking about printing.

Solution at a glance

The HP Retail Printing Solution, powered by the HP LaserJet P4014/P4015 series printers and the HP LaserJet P4515 printer, provides the retail industry with a new choice in printing devices. It is a choice backed by HP performance and reliability that also meets the distinct requirements of a retail environment.
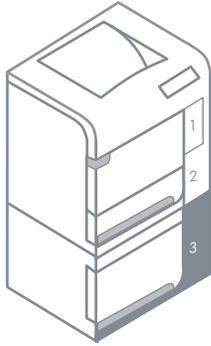
With its high capacity input (HCI) tray, the HP Retail Printing solution was specifically developed with the challenges of vinyl media in mind. Now, instead of overseeing the printing of a small batch of vinyl shelf labels, users can hang labels while the next batch prints—without worrying about returning to jams or meltdowns.

Of course, vinyl labels are only a piece of the retail printing picture (albeit an important one). The HP Retail Printing Solution meets all your unique output needs: professional-looking reports and invoices, outdoor signage, tags and labels of all types and sizes. And it's a solution based on high-performance HP LaserJet printers, which means it delivers the speeds to get the job done quickly and the reliability to help protect your day-to-day operations.

Technology for better business outcomes

Multipurpose tray 1 is designed to handle heavy media commonly used in retail environments, such as card stock.

Capacity: 10-mm height supports up to 100 sheets 20# paper.

High capacity input tray 3 is specially modified to meet the specific demands of vinyl media.

Capacity: 160-mm height supports 400 to 650 vinyl sheets.

Speeds
HP 4515 LaserJet printer
Up to 62 ppm full speed, up to 31 ppm vinyl print speed

HP 4015 LaserJet printer
Up to 52 ppm full speed, up to 26 ppm vinyl print speed

HP 4014 LaserJet printer
Up to 45 ppm full speed, up to 22 ppm vinyl print speed

Reliability

Picking performance: Aggressive pick mechanism, designed for increased stability, includes special pick arms and rollers and a separation pad to prevent multi-feeds.

Cleaning: Does not require cleaning blade or kit (as many competitors do).

Why HP?

HP is recognized as the global leader in imaging and printing solutions for large organizations. It offers technical expertise, and reliable products and solution sets that allow its customers to benefit from:

• Consulting services, including procurement, installation, management and support that can be customized to enhance your organization's effectiveness
• Relationships with industry leading solution providers
• Powerful solutions to optimize your environment, improve the bottom line and help the planet

How do you get started?

Contact your local HP representative to:

• Set up a workshop with HP to assess your specific business needs.
• Establish a plan to implement the best solution for today and into the future.
• Identify an environmental approach that can help your company save money.

To learn more, visit **www.hp.com/large/ipg**.

HP three-part approach

HP works with you to assess, deploy and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources and simplify document-intensive processes. HP's three-part approach:

Optimize infrastructure

HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

Manage environment

Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing and sharing information.

To learn more, visit
www.hp.com/go/gsc

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