

# HP Color LaserJet Pro 4301-4302 series

Get a fully-loaded color printer for productive, secure and sustainable printing.<sup>8</sup>

## Target customer

HP Color LaserJet Pro 4301-4302 series MFPs are ideal for small to medium-sized businesses that want fast, high-quality printing with simple set up and management including security.



## Target scenarios

1. An IT manager or an office manager wearing many different hats, seeking to print color in the office for high-quality, high-volume marketing collaterals and maximizing internal document impact
2. Small businesses that need a shared color printer for a small work team in a local or remote office
3. Businesses that need a dependable color printer with strong security features that requires very little resources to setup and maintain while also being easy to use
4. For small and medium businesses who want to print high-volume, stunning color, and show off their business

## Why win

### Office productivity

- Great print quality at fast speeds up to 35 ppm<sup>1</sup> (Letter)
- Bluetooth capabilities
- Smaller footprint, lighter weight, and modern design

### Effortless setup

- Streamlined setup and configuration
- Efficient dependable support

### Strong security

- Secure right out-of-the-box
- HP Wolf Pro Security
- Firmware updates with code validation
- Unique device password

### Easy management

- Get productivity in the palm of your hands
- Print, scan and get time-saving shortcuts with HP Smart app<sup>2</sup>

### Sustainability

- Print sustainably with 27%<sup>8</sup> less energy use and automatic double-sided printing
- Recognized sustainability leader



# HP Color LaserJet Pro 4301-4302 series

	HP	Brother	Canon	Epson	Konica Minolta	Kyocera	Lexmark	Ricoh	Xerox VersaLink
Secure Boot	✓						✓	✓	
Firmware code-signing validation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Firmware Updates	✓	✓	✓	✓	✓	✓	✓	✓	✓
Security policy compliance management & remediation	✓								
Write protected memory	✓								
Out-of-the-box security	✓		✓		✓	✓	✓	✓	✓



# Professional color printing at the speed of business.

Maximum productivity in full color	Compact design with groundbreaking performance. High-speed, double-sided printing at up to 35 ppm and dual-sided scanning* <sup>1</sup>
Effortless management	Get productivity in the palm of your hands. HP Smart-enabled so you can easily print and scan from mobile devices. <sup>2,6</sup>
HP Wolf Pro Security	Advance your security with legendary HP Wolf Pro Security, instantly embedded and preconfigured out of the box
Sustainable cartridge design	Redesigned Original HP TerraJet Cartridge for reduced plastic use and energy consumption when printing. <sup>7,8</sup>



\*Available on FDN and FDW SKUs

# Selling against the competition

When it comes to productivity, security, solutions, and sustainability; Xerox, Brother, Canon, Kyocera, and Lexmark simply cannot compete with HP

## Competition

## How HP wins against them

### Xerox

Xerox has higher maximum paper capacity in this class of devices vs. HP, but significantly lower duplex print speeds. The Xerox control panels are not as intuitive as HP's, and they don't have scan or copy preview from the control panel. Rear paper output bins also take up more space than HP and HP has a lower TEC. Xerox OEM's their engine to Lexmark for this class of devices.

- Faster duplex print speeds
- More intuitive user interface
- Copy and scan preview
- Smaller footprint and lighter weight, modern design
- Lower total energy consumption
- Bluetooth capabilities
- Edgeless flatbed glass
- Superior security
- Recognized sustainability leader

### Brother

Brother offers a broader range of products in this class of devices and they are considered affordable and reliable. But Brother printers use older technologies, shifting a lot of maintenance to the end user. For example, users need to clean corona wires and laser windows in order to maintain print quality. Printing on special media, such as envelopes, is also not user-friendly. Brother consumables are not keyed, and the printers have a lower monthly duty cycle. Finally, Brother devices have smaller control panels with less-intuitive user interfaces; they don't have scan or copy preview, their duplex print speeds are significantly slower than HP and they have a higher TEC.

- Faster duplex print speeds
- Larger control panels with more intuitive user interface
- Copy and scan preview
- Smaller footprint and lighter weight, modern design
- Lower total energy consumption
- Easier to maintain
- Higher-capacity toner cartridges
- Bluetooth capabilities
- Edgeless flatbed glass
- Superior security
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### Canon

Canon has higher simplex and duplex scan speeds in this class of devices, both in mono and color. However, their automatic document feeder (ADF) is less robust than HP's and is designed to be folded up when not in use. Canon offers less-intuitive user interfaces on their printers and the UX is also inconsistent with varying reactive screen times. They don't provide scan and copy preview either.

- Intuitive user interface
- Superior Automatic Document Feeder
- Copy and scan preview
- Smaller footprint and lighter weight, modern design
- Easier to maintain
- Higher-capacity toner cartridges
- Bluetooth capabilities
- Edgeless flatbed glass
- Superior security
- Recognized sustainability leader

### Kyocera

Kyocera's two-part consumables architecture, combined with long drum life, generally gives them the lowest cpp in class across all competitors. Kyocera devices are difficult to maintain, requiring frequent cleaning and calibration by the end user. Control panels are inconsistent across their fleet and they do not tilt like HP's; paper trays are loud and clunky so paper tray guides don't transition easily, and they have much slower print speeds vs. HP. Firmware updates need to be made by a service technician and Kyocera doesn't offer scan and copy preview.

- Faster simplex and duplex print speeds
- Easier to maintain
- Copy and scan preview
- Higher max paper capacity
- Smaller footprint and lighter weight, modern design
- Bluetooth capabilities
- Edgeless flatbed glass
- Superior security
- Recognized sustainability leader

### Lexmark

Lexmark has higher maximum paper capacity in this class of devices vs. HP, but significantly lower duplex print speeds. Lexmark printers don't have scan or copy preview from the control panel, and they only have a one-page multi-purpose tray vs. HP's 50-page tray. Rear paper output bins also take up more space than HP's. Finally, more maintenance shifts to the users with the Lexmark printers, which could result in inconsistent print quality that is challenging to troubleshoot. The Lexmark engines are OEM'd from Xerox for this class of devices.

- Faster duplex print speeds
- More intuitive user interface
- Copy and scan preview
- Higher-capacity multi-purpose tray
- Easier to maintain
- Smaller footprint and lighter weight, modern design
- Bluetooth capabilities
- Edgeless flatbed glass
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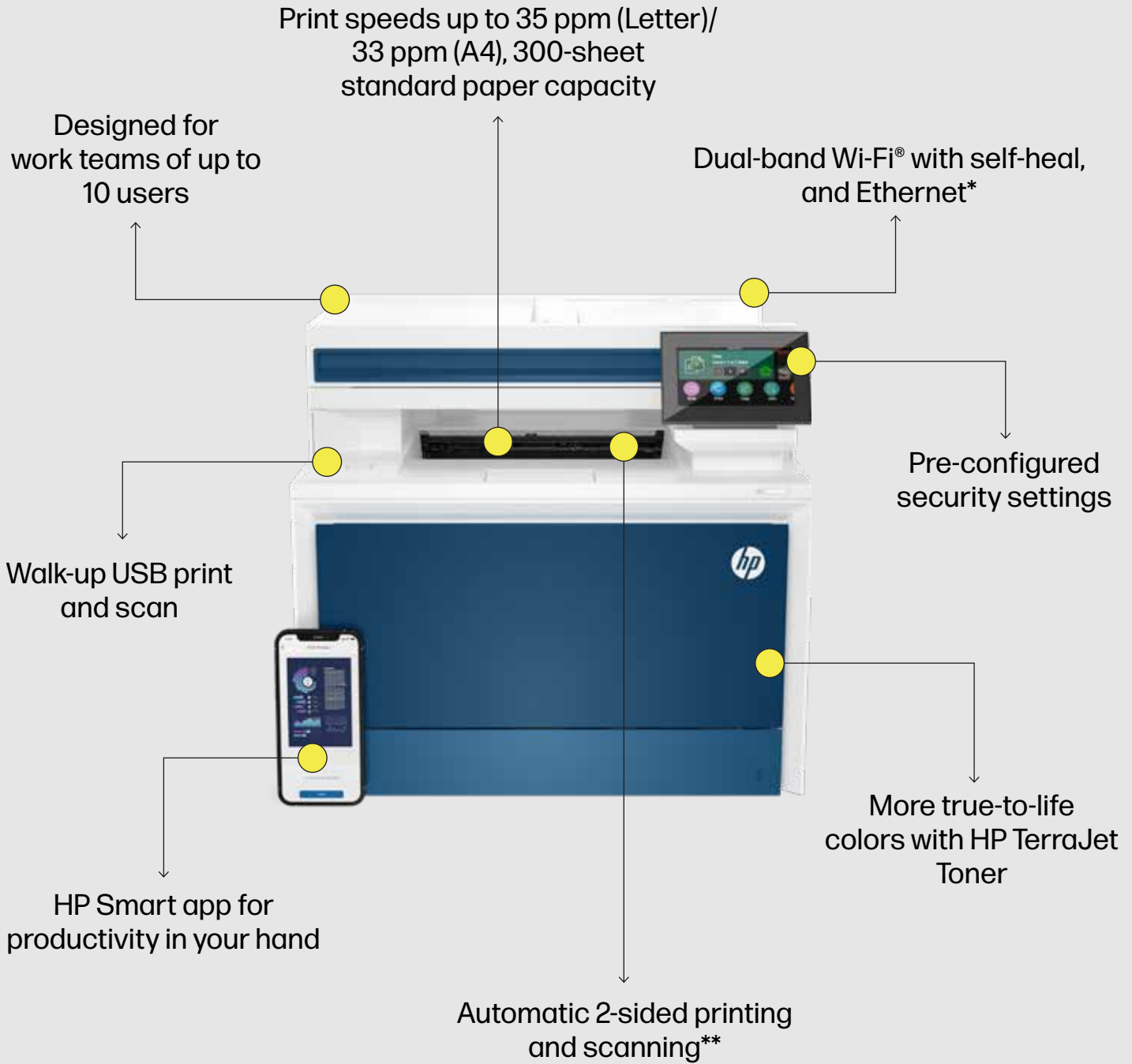
# HP Color LaserJet Pro MFP 4301-4302 series

## Competitive comparison



Developed markets		HP Color LaserJet Pro MFP 4301-4302fdw	Brother MFC-L8690CDW	Canon i-SENSYS MF754Cdw	Xerox C315	Kyocera ECOSYS M5526cdw
Specifications	Print speed	35 ppm (letter) / 33 ppm (A4)	33 ppm (letter) / 31 ppm (A4)	35 ppm (letter) / 33 ppm (A4)	35 ppm (letter) / 33 ppm (A4)	27 ppm (letter) / 26 ppm (A4)
	Scan speed (A4 Simplex)	35 ipm color / 44 ipm black	28 ipm color / 28 ipm black	40 ipm color / 50 ipm black	30 ipm color / 47 ipm black	23 ipm color / 30 ipm black
	Scan Speed (A4 Duplex)	35 ipm color / 44 ipm black	58 ipm color / 58 ipm black	80 ipm color / 100 ipm black	13 ipm color / 21 ipm black	16 ipm color / 24 ipm black
	FPOST (Ready)	10.5 sec color / 9.5 sec black	15 sec color / 15 sec black	7.1 sec color / 7.1 sec black	8 sec color / 7.9 sec black	10.5 sec color / 9.5 sec black
	RMPV	4,000 pages per month	3,000 pages per month	4,000 pages per month	6,000 pages per month	INA
	Duty Cycle	50,000 impressions	40,000 impressions	50,000 impressions	80,000 impressions	50,000 impressions
	Std Paper Capacity (incl bypass)	300 sheets	300 sheets	300 sheets	250 sheets	300 sheets
	Max Paper Capacity	850 sheets	1,050 sheets	850 sheets	900 sheets	550 sheets
	Duplex	Auto (1:2)	Auto (1:2,2:2,2:1)	Auto (1:2,2:2,2:1)	Auto (1:2,2:2,2:1)	Auto (1:2,2:2,2:1)
	Document Feeder	Std DSPF	Std DSPF	Std DSPF	Std RADF	Std DSPF
	Control Panel	4.3-inch (109 mm) color touchscreen	Keypad and 3.7-inch (93 mm) color touchscreen	5-inch (127 mm) color touchscreen	4.3-inch (109.2 mm) color touchscreen	Keypad and 4.3-inch (109 mm) color touchscreen
	Connectivity	USB, Ethernet, Wireless, BLE	USB, Ethernet, Wireless	USB, Ethernet, Wireless	USB, Ethernet, Wireless	USB, Ethernet, Wireless
Extensibility	Extensibility platform support for 3 <sup>rd</sup> party solutions integration	No	Yes	No	No	No
Manageability	On premises printer management with HP WebJet Admin	Yes	Yes	Yes	Yes	Yes
Security	Wolf Pro Security	Yes	Limited	Limited	Limited	Limited
	Automated remediation of security settings	Yes	No	No	No	No
	PIN/Pull print option	Yes	Yes	Yes	Yes	Yes
Mobile Printing & Scanning	Mobile App	HP Smart	iPrint&Scan	PRINT Business	Easy Assist (limited features)	Mobile Print
	Easy Printing from cloud storage accounts	Box, Dropbox, Evernote, Google Photos, Google Drive, Facebook, Quickbooks	No (can be done on device only)	No (can be done on device only)	No	No
	Program and Save shortcuts for reuse	Yes, multi-step workflows including scan to cloud, email, print	Windows only	No	Windows only	No
	Mobile capture	Yes with Batch Capture	Yes	Yes	No	Yes

# Product walk-around



\*Available on DW and FDW SKUs

\*\*Available on FDN and FDW SKUs

## Series lineup



	HP Color LaserJet Pro MFP 4301-4302dw	HP Color LaserJet Pro MFP 4301-4302fdn	HP Color LaserJet Pro MFP 4301-4302fdw
Best for	Small to medium-sized businesses that want fast, high-quality color printing and scanning with simple set up.		
Functions	Print, scan, copy. Automatic two-sided printing. 50-page Automatic Document Feeder	Print, scan, copy, fax. Automatic two-sided printing and scanning. 50-page Automatic Document Feeder	Print, scan, copy, fax. Automatic two-sided printing and scanning. 50-page Automatic Document Feeder
Connectivity	Dual-band Wi-Fi <sup>®6</sup> , Bluetooth <sup>®</sup> , Wi-Fi <sup>®</sup> Direct, and Ethernet	Ethernet	Dual-band Wi-Fi <sup>®6</sup> , Bluetooth <sup>®</sup> , Wi-Fi <sup>®</sup> Direct, and Ethernet
Productivity	Print speeds up to 35 ppm (Letter) / 33 ppm (A4), 300-sheet standard paper capacity <sup>1</sup>		
User interface	4.3-inch color touchscreen		
User volume	3-10 people printing up to 4,000 pages per month		

## Legal disclaimers

1. Measured using ISO/IEC 24734 and excludes first set of test documents. For more information, see [hp.com/go/printerclaims](http://hp.com/go/printerclaims). Exact speed varies depending on the system configuration, software application, driver, and document complexity.
2. Requires HP app download available at [www.hp.com/go/mobileprinting](http://www.hp.com/go/mobileprinting). Certain features are available in English language only, and may vary by printer model/country, and between desktop/mobile applications. HP reserves the right to introduce charges for use of functionality facilitated by the HP app. Internet access required and may not be available in all countries. HP account required for full functionality. Fax capabilities are for sending a fax only. List of supported operating systems available in app stores. See details at [www.hpsmart.com](http://www.hpsmart.com).
3. HP Web Jetadmin is available for download at no additional charge at [www.hp.com/go/webjetadmin](http://www.hp.com/go/webjetadmin).
4. HP Auto-On/Auto-Off Technology capabilities subject to printer and settings; may require a firmware upgrade.
5. Recycling: Program availability varies. Original HP cartridge return and recycling is currently available in more than 60 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners program. For details, see [www.hp.com/recycle](http://www.hp.com/recycle).
6. Internet access required and must be purchased separately. Wireless operations are compatible with 2.4 GHz and 5.0 GHz operations only. Learn more at [www.hp.com/go/mobileprinting](http://www.hp.com/go/mobileprinting).
7. Plastic reduction calculated per page based on cartridge weight in grams and stated yield in HP TerraJet Cartridges compared to predecessors. See [hp.com/TerraJet](http://hp.com/TerraJet) plastic reductions.
8. HP calculations based on normalized Energy Star® TEC data in HP TerraJet Cartridges compared to predecessors. See [hp.com/TerraJetenergysaving](http://hp.com/TerraJetenergysaving).



