HP PageWide Pro 552dw Printer

The ultimate combination of value and speed, this HP PageWide Pro is faster[1] than any other color printer in its class—and offers up to 20% lower total cost of ownership than most competitors.[2] HP PageWide technology delivers professional-quality color documents with best-in-class security[3] and management features, plus proven energy efficiency.[4]

HP PageWide Pro 552dw Printer
Suggested retail: $699[5]
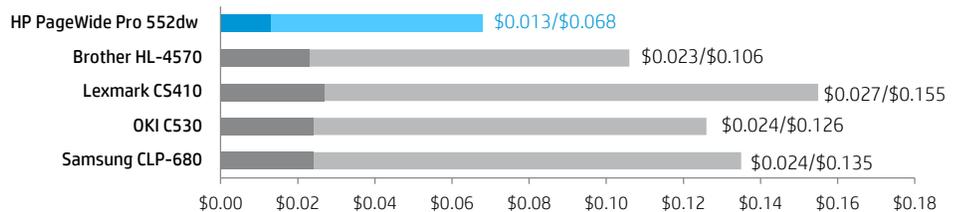
Top competitive features[6]

- Significantly lower cost per page compared to listed competitors
- The fastest printer in its class[1]
- Best-in-class security[3] and fleet management features
- Outstanding energy efficiency[4]
- Larger 4.3-inch (10.9 cm) touchscreen with gesturing; listed competitors have LCD display
- Minimal maintenance that requires fewer replaceable parts than most laser printers[7]
- Larger monthly duty cycle than competing lasers at up to 80,000 pages[8]

Top HP advantages

HP PageWide Technology allows you to reach new levels of performance and competitiveness. And the reliable HP PageWide Pro 552dw Printer is backed by the extensive service and support that you would expect from HP. This printer is loaded with features that outperform the competition, including these top advantages:[6]

- Up to 20% lower total cost of ownership than most competitors for professional-quality color documents[2]
- **Best-in-class print speeds:**[1] up to 70 pages per minute (ppm) in General Office (GO) mode and up to 50 ppm in Professional mode[9]
- **Best-in-class first-page-out:**[10] as fast as 6/6.5 seconds (black/color) from ready
- **Highest paper capacity:** up to 550 pages, standard and 1,550 pages, maximum[11]
- **Highest cartridge yields:**[12] up to 17,000 black-and-white and up to 13,000 color pages with High Yield Original HP PageWide Cartridges

Cost per page, US (K/KCMY)[6]

Printer	Cost per page
HP PageWide Pro 552dw	$0.013/$0.068
Brother HL-4570	$0.023/$0.106
Lexmark CS410	$0.027/$0.155
OKI C530	$0.024/$0.126
Samsung CLP-680	$0.024/$0.135

Axis: $0.00 $0.02 $0.04 $0.06 $0.08 $0.10 $0.12 $0.14 $0.16 $0.18

HP performance vs. Brother, Lexmark, OKI, and Samsung[6]

	HP PageWide Pro 552dw	Brother HL-4570	Lexmark CS410	OKI C530	Samsung CLP-680
Estimated retail[5]	$699	$320	$360	$400	$240
Print speed, black/color (ISO)[9]	Up to 70 ppm General Office mode; Up to 50 ppm Professional mode	Up to 30 ppm	Up to 32 ppm	Up to 31/27 ppm	Up to 25 ppm
First page out	< 6 seconds (black)[10] < 6.5 seconds (color)[10]	< 16 seconds	< 9 seconds	< 7.5 seconds	< 17 seconds
Cost per page (CPP) (high-capacity)	K: $0.013[13] KCMY: $0.068[13]	K: $0.023 KCMY: $0.106	K: $0.027 KCMY: $0.155	K: $0.024 KCMY: $0.126	K: $0.024 KCMY: $0.135
High-capacity ink yields (in pages)	Black: 17,000[12] Color: 13,000[12]	Black: 6,000 Color: 3,500	Black: 4,000 Color: 3,000	Black: 5,000 Color: 5,000	Black: 6,000 Color: 3,500
Input capacity (std/max) Output capacity	550/1,550 pages[11] 300 pages	300/800 pages 150 pages	251/751 pages 150 pages	350/880 pages 150 pages	300/820 pages 150 pages
Duty cycle	80,000 pages[8]	60,000 pages	75,000 pages	60,000 pages	60,000 pages
Display size	4.3-inch (10.9 cm) color touchscreen	2-line LCD display	2.4-inch (6.1 cm) LCD display	16-character LCD display	2-line LCD display

Who can benefit?

This HP PageWide Pro printer is ideal for environmentally-conscious professionals in workgroups of up to 15 people, who need:

- Reliable, professional-quality printing with a low total cost of ownership[2]
- Fast print speeds at up to 70 ppm[9]
- Low intervention with extra-high-yield cartridges (17,000 black/13,000 color)[12]
- High-volume printing with a maximum input paper capacity of up to 1,550 pages[11]
- Durable, smear-resistant documents[14]
- Minimal printer maintenance[7]
- Wi-Fi Direct®[15] and NFC touch-to-print[16]

Qualifying questions

- How important is total cost of ownership and cost per page to your business?
- How important is print speed in your office?
- How much of your staff's time is devoted to device maintenance and management?
- How important is it to your businesses that prints can be handled almost immediately after printing without smearing?[14]
- How important is low energy and resource consumption in order to help cut costs and reduce environmental impact?

Overcoming objections

Objection: "HP PageWide printing costs more with higher intervention than laser."

Response: Proven, energy-efficient HP PageWide Technology enables this device to produce professional-quality color documents at up to 20% lower total cost of ownership than most competitors.[2] Print up to 17,000 black-and-white and up to 13,000 color pages from a single cartridge[12] with the lowest cost per page—1.3 cents per page for black and 6.8 cents per page for color (KCMY)—among competitors. Plus, this device has a maximum input capacity of up to 1,550 sheets for high-volume demands.[11]

Objection: "We need a printer that is time-efficient. How does HP PageWide compare with laser?"

Response: The M552dw is faster than any other color printer in its class,[1] with blazing-fast speeds of up to 70 ppm in GO mode and up to 50 ppm in Professional mode.[9] This printer also delivers the fastest first page out time in its class.[10]

Objection: "We need a printer we can rely on. Laser printers just work."

Response: HP PageWide Technology leverages the proven, advanced technology found in HP's multimillion-dollar WebPress digital printers, and applies it to a new class of desktop printers and MFPs—reinventing the affordability and performance of small and medium business printing. You can count on documents produced with Original HP PageWide cartridges to be water-, smear-, and fade-resistant, for archival durability.[14] HP PageWide delivers all-around saving with less maintenance and fewer replaceable parts than most laser printers.[7]

Objection: "What about manageability, fleet compatibility, security, and solutions?"

Response: This device delivers best-in-class security[3] and fleet management features, including PIN authentication, HP Color Access Control, embedded security features, HP Web Jetadmin,[17] and optional HP JetAdvantage Security Manager.[18]

Objection: "We want our equipment to be environmentally responsible."

Response: This ENERGY STAR® certified printer includes HP Auto-On/Auto-Off technology and automatic two-sided printing, to help conserve energy and save paper. HP PageWide Technology uses significantly less energy than in-class laser printers.[4]

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[1] Comparison based on manufacturers' published specifications of fastest available color mode of all color business printers $300–$800 USD and MFPs $400–$1,000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds.

[2] Total cost of ownership comparison based on 90,000 pages, manufacturers' published specifications for page yields and energy use, manufacturers' suggested retail prices for hardware and supplies, cost per page based on ISO yield with continuous printing in default mode with highest-available-capacity cartridges, long-life consumables of all color business printers $300–$800 USD and MFPs $400–$1,000 USD as of November 2015, excluding products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims and hp.com/go/learnaboutsupplies.

[3] Best-in-class security claim based on HP review of published embedded security features of competitive in-class Pro printers as of January 2016. Learn more at hp.com/go/printersecurityclaims..

[4] Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency of majority of in-class business printers $300-$800 USD and MFPs $400–$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims.

[5] Estimated retail price. Actual price may vary.

[6] Based on the manufacturers' published product specifications as of August 2015.

[7] Less scheduled maintenance based on 150,000 pages printed, and published comparisons of majority of in-class color laser printers $300–$800 USD and MFPs $400–$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Learn more at hp.com/go/pagewideclaims.

[8] Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups.

[9] ISO speeds measured using ISO/IEC 24734. Excludes first page or first set of ISO test pages. For details see hp.com/go/printerclaims.

[10] Comparison based on manufacturers' published specifications of first page out from ready and sleep mode of all color business printers $300–$800 USD and MFPs $400–$1,000 USD as of November 2015, excluding other HP PageWide products, and products with 1% or lower market share using market share as reported by IDC as of Q3 2015. Subject to device settings. Actual results may vary. Learn more at hp.com/go/printerspeeds.

[11] Capacity up to 1,550 sheets with optional 2x 500 sheet paper trays with mobile cart accessory must be purchased separately.

[12] Yield based on ISO 24711 cartridge yields for HP 976Y Extra High Yield Original PageWide Cartridges, which are not included in printer purchase; purchase separately. Comparison based on ISO 24711 cartridge yields for HP 976Y Extra High Yield Original PageWide Cartridges compared with HP 970 series Original PageWide cartridges. Extra-high-yield cartridges are compatible only with HP PageWide Pro 500 series MFPs and printers. Learn more at hp.com/go/learnaboutsupplies.

[13] CPP is based on the HP 976Y Extra High Yield Original PageWide Cartridges.

[14] Water, smear, fade, and highlighter resistance based on ISO 11798 testing. For details, see hp.com/go/printpermanence.

[15] Mobile device needs to be connected directly to the Wi-Fi Direct signal of a Wi-Fi Direct-supported MFP or printer prior to printing. Depending on mobile device, an app or driver may also be required. For details, see hp.com/go/mobileprinting. Wi-Fi Direct is a registered trademark of the Wi-Fi Alliance®.

[16] Requires a compatible NFC-printing-enabled mobile device. For a list of compatible NFC-printing-enabled mobile devices, see hp.com/go/nfcprinting.

[17] HP Web Jetadmin is free and available for download at hp.com/go/webjetadmin.

[18] Requires separate purchase. For details, see hp.com/go/securitymanager.

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