

# HP Launches IPG Smart Buy SKUs

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## What is Smart Buy?

- Hard-priced **promotional** discount program on selected SKUs for an indefinite period
- List price is reduced to instantly achieve desired price, versus Instant Rebates
- Smart Buy SKUs are priced right to sell against the targeted competitive SKUs **without Big Deal discounts**
- No additional discounts are allowed on the Smart Buy SKUs (e.g. Big Deal, Public Sector, NMSO, etc.)

Get the RIGHT printer at the RIGHT price!

	Smart Buy SKU	Suggested Step-up from	Compelling Reasons to Step-Up for	Smart Buy List (MSRP)	Approx. Smart Buy Disc. %
Single Function WorkGroup Mono	P4014dn	P3005dn	Better monthly recommended volume; Better CPP; Available finishing options	\$879	45%
	P4515x	P4014dn	Better monthly recommended volume; Improved network security (IPsec, PIN numeric pad); Better CPP (Available High Capacity Toner); Available finishing options	\$2239	22%
Single Function WorkGroup Color	CP4005dn	CP3525dn	Better monthly recommended volume, B-size printing (11x17); Improved network security (IPsec); Better CPP; Available finishing options	\$1539	24%
	CP6015x	CP4005dn	Better monthly recommended volume, B-size printing (11x17); Improved network security (IPsec); Better CPP; Available finishing options	\$5629	15%
MFP Work Group Mono	M4345xs	M3035xs	Better monthly recommended volume, 2 more paper trays; better CPP	\$4969	22%
MFP Work Group Color	CM3530fs	CM2320fxi	Better monthly recommended volume, better CPP; Improved color handling	\$2999	24%
	CM6030f	CM4730f	Better monthly recommended volume, B-size printing (11x17); Improved network security (IPsec); better CPP; Improved color handling	\$8499	19%

Promotion terms and conditions apply. Last updated June 16, 2009

For more information contact your HP Partner Business Manager  
or the HP Partner Support Centre at 1.800.668.7670