

KOLOK & HP — Winning Together with Home & Office Printing Solutions

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Martin F Stevens – Certified HP Instructor

Opening & Home Print Portfolio

- Kolok & HP "Winning Together with Home Printing Solutions," framed around AI-ready printing.
- Kolok Technology Hardware and Print Updates, presented by Martin F. Stevens, Certified HP Instructor.
- Home Print Portfolio.
- HP's most complete home portfolio — simpler printing, class-leading versatility, and best-in-class home photo printing.
- Visual lead-in to the home product range.
- Home and parent segment overview — Smart Tank, DeskJet, and DeskJet Ink Advantage positioning.
- HP DeskJet 2320 All-in-One — entry wireless/USB printer using HP 305 inks (~120 black/~100 colour pages).
- HP DeskJet Ink Advantage 2976 — easy-setup home printer with dual-band Wi-Fi and HP 654 inks (~400/~200 pages).
- HP DeskJet Ultra Ink Advantage 4376 — adds a 35-sheet auto document feeder with ultra-low-priced HP 654 cartridges.

CISS / HP Smart Tank

- Remote and agile-worker segment — DeskJet Ink Advantage, Smart Tank, OfficeJet Pro, and LaserJet positioning.
- Section divider — CISS / HP Smart Tanks.
- Visual transition slide.
- HP Smart Tank All-in-One series — high-yield GT52/GT53 ink bottles delivering thousands of pages at very low cost per page.
- Smart Tank key selling points — smart tank value, up to three years of ink, self-healing Wi-Fi, and easy mess-free refills.

- Ink efficiency advantage — no maintenance box, no wasteful ink initialisation, and no hidden costs versus competitors.
- Warranty End Date extended from two to three years on CISS ink, citing improved formulation and testing.
- Visual reinforcement of the three-year warranty extension.

OfficeJet Pro Lineup

- SMB owners and ITDM segment — LaserJet Tank, Laser & LaserJet, and OfficeJet Pro positioning.
- HP OfficeJet Pro — shifting small business toward digitalisation.
- OfficeJet Pro lineup overview — full 8000/9000 series spec comparison from personal to A3 shared performance.
- HP OfficeJet Mobile 202 single-function printer — available now, using HP 651 inks.
- HP OfficeJet Pro 8123 — 20/10 ppm all-in-one with a 2.7" touchscreen and HP 925 inks.
- HP OfficeJet Pro 9120 — 22/18 ppm with duplex ADF and HP 938/938e EvoMore inks.
- HP OfficeJet Pro 9130 series — 25/20 ppm, single-pass duplex ADF, 4.3" touchscreen, 500-sheet capacity.
- HP OfficeJet Pro 9700 series introduction.
- HP OfficeJet Pro 9720 — A3-capable with P3 colour for a 25% wider gamut.
- HP OfficeJet Pro 9730 — A3 single-pass duplex model with P3 colour and a 4.3" touchscreen.
- New A3 OfficeJet Pro innovations — P3 Color Mode and HP Smart Click multi-file printing.

Original HP Inks

- Original HP Inks.
- Explaining HP Ink Advantage — print up to twice the pages for the same cost.
- Original HP ink portfolio — Smart Tank, Standard, and EvoMore tiers explained.
- Updated ink packaging visuals.
- HP EvoMore cartridges — lower carbon footprint with twice the printed pages and net-zero offsetting.
- HP 925e EvoMore cartridges — made with at least 50% post-consumer recycled plastic.
- Visual sustainability/EvoMore reinforcement slide.

LaserJet Portfolio

- Section and visual transition into LaserJet.
- Four types of LaserJet — mono versus colour, print-only versus print/copy/scan/fax.
- New transactional numbering convention for Pro, LaserJet Tank, and Enterprise series.
- HP LaserJet Tank MFP 2604sdw introduction.
- HP Office Laser portfolio map — Micro, SMB, and Enterprise tiers.
- HP A4 & A3 managed portfolio guide — full colour and mono LaserJet Managed speed/yield matrix.
- HP Color LaserJet Pro M100/200 series — high-impact colour, professional performance.
- Page-yield detail for the M111/M236 entry models.
- Visual transition slide.
- HP Color LaserJet Pro 3000-and-up series — professional SMB performance.
- Page-yield detail for HP 145A/X and 222A/X toner cartridges.

- HP Color LaserJet Pro MFP 3303fdw — 26/25 ppm duplex MFP with a 4.3" touchscreen and HP 219A toners.
- HP Color LaserJet Pro 4203 series — 35/33 ppm with Wolf Pro Security and new TerraJet toner.
- HP Color LaserJet Pro 4303 series — 35/33 ppm MFP with a 4.3" touchscreen and TerraJet toner.
- HP Color LaserJet Enterprise 5000/6000 series at a glance for small workgroups and workgroups.
- New HP LaserJet Enterprise 8000 series — world's first business printers protecting against quantum computer attacks.
- Target audience for the 8000 series — Enterprise, public sector, and large SMB.
- 8000 series key features — quantum-resistant security, 300 ipm scanning, embedded OCR, and upgradeable FutureSmart firmware.
- HP Flow Technology — accelerated workflows with HP EveryPage, built-in OCR, and high-speed ADF scanning.
- Field-upgradeable print speeds (40–70 ppm) on the Color LaserJet Managed E877 series.
- Print CTO (Configure To Order) — custom-configured Enterprise A4 devices with five colour-panel options.

Scanners

- Section divider — New ScanJets.
- New HP sheet-fed scanners — ScanJet Pro 4200 and ScanJet Enterprise Flow 9000 series.
- MRZ OCR introduction.
- ScanJet Pro 4200s1 — explains Machine Readable Zone (MRZ) data capture on ID documents.
- Key MRZ data fields — name, nationality, date of birth, gender, and expiry date.
- HP AI Innovations — scans summarised into searchable emails with smart subject lines and metadata.
- HP AI Innovations — the new Scan-to-Email experience demo.



- Best portfolio for enterprise print — new HP LaserJet Enterprise and Managed series.

Original HP Toners & Anti-Counterfeit

- Section divider — Original HP Toners.
- JetIntelligence toner technology overview.
- How Original HP toner cartridges work — the electrophotographic process, with up to 70% of print technology in the cartridge.
- Next-gen LaserJets with TerraJet toner — Reduce, Perform, Protect benefits.
- HP's most advanced toner technology — TerraJet feature summary across the three pillars.
- HP toner formats explained — Standard (A), High-yield (X), Optimized (Y), Ultra-high (Z), and Multi-pack.
- Visual transition slide.
- Spotting fakes — how to verify the HP holographic security label.
- HP security label examples for ink.
- Aftermarket supply types — imitation, remanufactured, CISS, and DIY refills.
- HP chip security — EAL5+ certification.
- Visual transition slide (HP confidential).
- Hidden costs of non-HP cartridges — the iceberg of downtime, waste, and productivity loss beneath the purchase price.

Security & HP Tools

- Industry's strongest security — the world's most secure printer is now also quantum-attack resistant.
- HP Sure Start — the world's first self-healing BIOS, protecting where antivirus can't.
- Self-protecting devices — HP Sure Start, Secure White Listing, and Run-time Intrusion Detection.
- HP Wolf Security — out-of-the-box endpoint protection, encryption, and hardware-enforced security.



- Section divider — HP Tools.
- HP Smart App — print from anywhere, mobile scan/copy, ink management, and cloud printing.
- New unified HP App — replacing 70+ apps with one launchpad for setup, support, and AI solutions.
- HP App walkthrough — setup, device pages, subscriptions, suggestions, and contextual help.
- Visual transition slide.
- Paper still starts many workflows — scan-to-digital use cases for teachers, accountants, nurses, and more.
- Innovating for business — the shift from paper-only to a hybrid paper-and-digital world.
- The "paperless office" myth — businesses print more than ever.
- Closing — Thank you.

Bottom Line

- The deck is a complete Kolok–HP partner training tour, moving from home printing through Smart Tank, OfficeJet Pro, LaserJet, scanners, toners, and security into HP's software tools.
- The strongest commercial themes are total cost of ownership (Smart Tank ink economics, hidden costs of non-HP supplies) and sustainability (EvoMore, TerraJet, recycled plastics).
- The most newsworthy hooks are the quantum-resistant LaserJet Enterprise 8000 series and the AI-powered Scan-to-Email and unified HP App experiences.