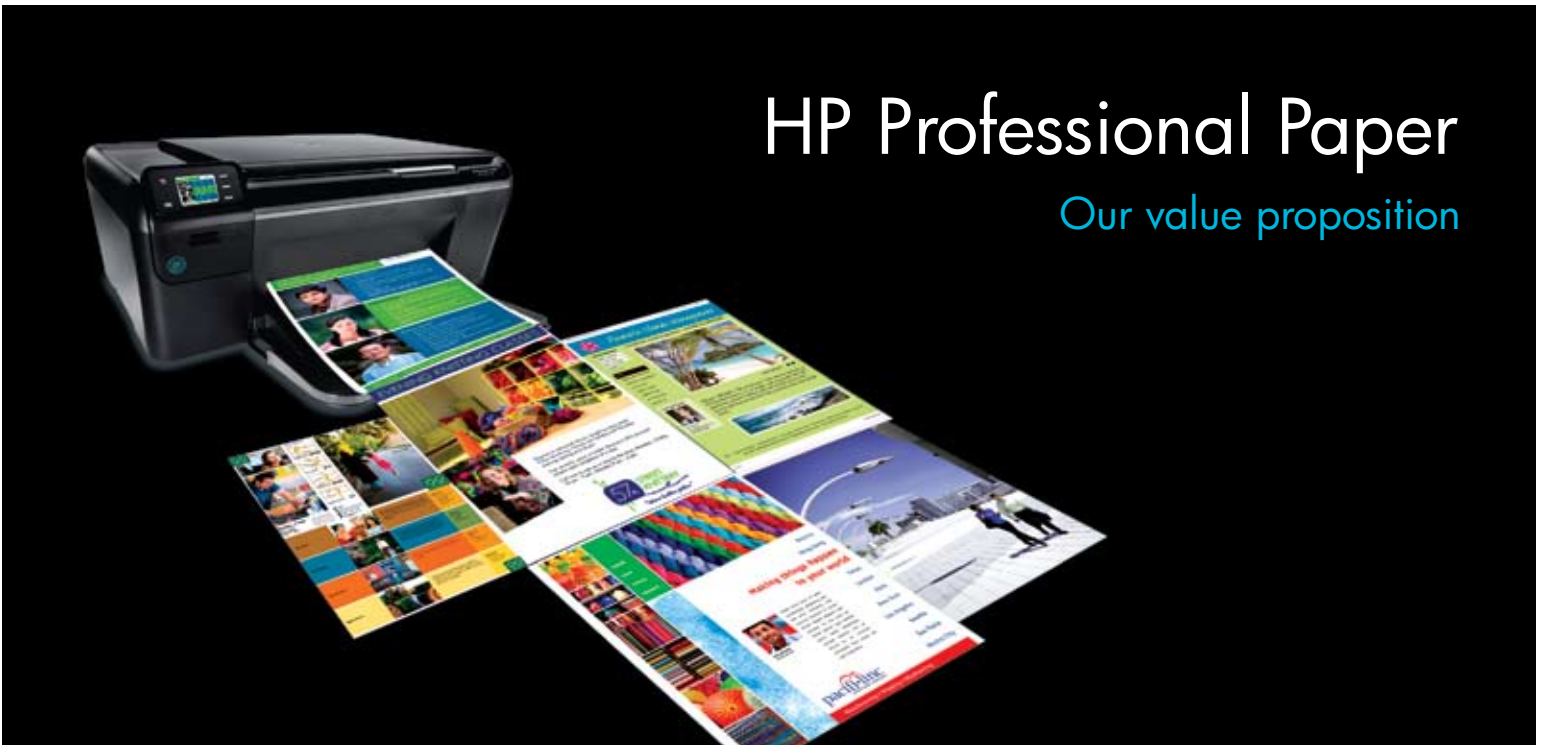


HP Professional Paper

Our value proposition



Deliver a professional image, print only the materials you need, and keep your printing costs low by printing your marketing materials in-house with HP Professional paper.

Improved corporate image

Improve your corporate image by producing quality marketing materials on HP paper that's designed to work seamlessly with HP LaserJet and ink print cartridges, and to deliver optimum results and superior quality.

The right paper for every use

Make in-house printing easier and save money by choosing from a variety of paper weights and finishes—from brochure to presentation to photo papers.

Lower printing costs

Keep your printing costs low by printing only what you need, when you need it. You'll avoid out-of-date materials and storing large inventories, and can quickly personalize your marketing materials. Just think of the time and money you'll save. Instead of taking your marketing materials outside to be printed, you can do it in-house, and save up to 50% versus using copy shop services.¹

HIT PRINT
EFFICIENTLY



Get consistent, professional results—every time

Original HP Professional paper for both HP inkjet and LaserJet printers is ideal for all of your business printing needs, including the production of professional looking marketing materials such as brochures and flyers. Innovative features such as water resistance, fast dry times and durability provide assurance that your materials will hold. And when used with HP inkjet and LaserJet printers and Original HP print cartridges, HP Professional paper produces high-quality, consistent results.

Did you know?

HP spends up to five years developing paper formulas to work best with our printers, inks and toners for the wide variety of your business printing needs.

Print your marketing materials on demand

Whether you need a tri-fold brochure or a high-quality data sheet, we have the paper you need to ensure your printed materials look as professional as those printed at a retail print provider. Print as many or as few pieces as you'd like—and update or customize content to strengthen and personalize your message.

Check out some of the HP Professional paper we offer

HP Inkjet Paper

- HP Premium Presentation Paper (glossy, matte)
- HP Brochure Paper (glossy, matte)
- HP Tri-fold Brochure Paper (glossy, matte)

HP LaserJet Paper

- HP Premium Presentation Paper (glossy, matte)
- HP Brochure Paper (glossy, matte)
- HP Tri-fold Color Laser Brochure (glossy)
- HP Cover Paper



¹ Based on average retail pricing for short-run marketing materials. Actual prices may vary.
Source: Infotrends Cost of Print Studies, March 2010.