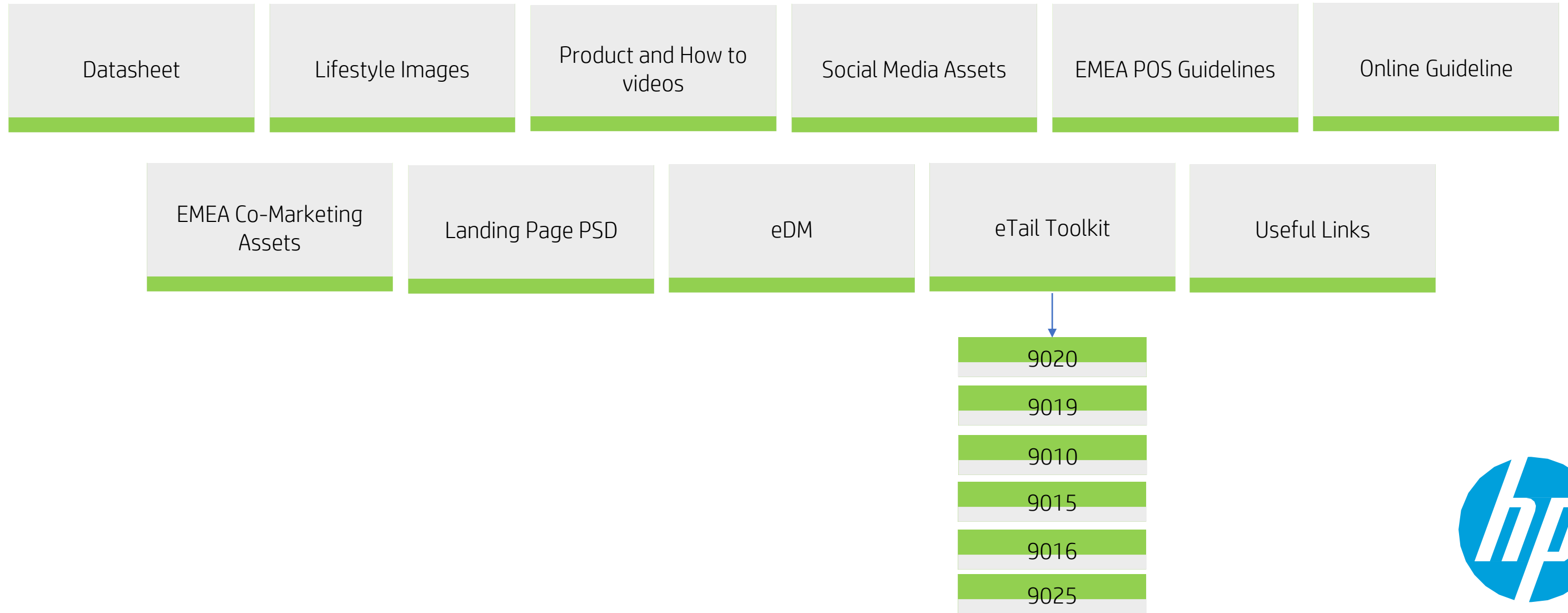


EMEA HP OfficeJet Pro 9000 series POS & ONLINE Assets



Assets @ a glance for HP OfficeJet Pro 9010/9019/9020



Available in these Languages:

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9013 [CSE](#), [ELE](#), [FRE](#), [HUE](#), [HEE](#), [PLE](#), [ROE](#), [RUE](#), [SKE](#), [TRE](#)

9014 [DAE](#), [DEA](#), [DEE](#), [DECH](#), [GBE](#), [EEI](#), [ESE](#), [FIE](#), [FRE](#), [FRB](#), [FRCH](#), [ITE](#), [NLN](#), [NLB](#), [NOE](#), [PTE](#), [SVE](#)

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9022 [DAE](#), [DEA](#), [DEE](#), [DECH](#), [GBE](#), [EIE](#), [ESE](#), [FIE](#), [FRE](#), [FRB](#), [FRCH](#), [ITE](#), [NLB](#), [NLN](#), [NOE](#), [PTE](#), [SVE](#)

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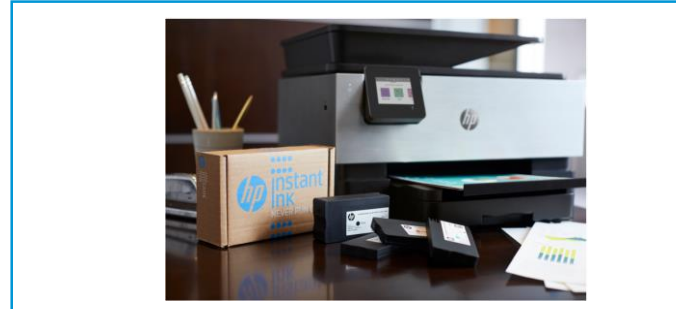
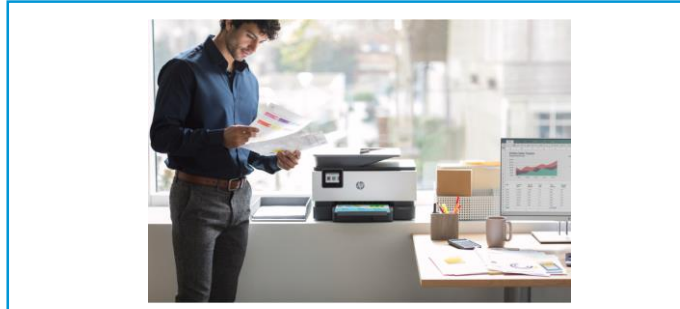
Product lifestyle Images

[Back to TOC](#)

9010 series



9019 series



9020 series



For All product and Lifestyle Images go to [Link](#)



Product Video

[Back to TOC](#)



Available in these Languages:

	Product Video - 9010	
	Instant Ink	Non-Instant Ink
9010 series-format 16:9	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9010 series-format 1:1	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9010 series-channel-format 16:9	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9010 series-channel-format 1:1	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE





Available in these Languages:

Product Video - 9019

Instant Ink

9019 series-format 16:9

[EEE](#), [GBE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [NLE](#)

9019 series-format 1:1

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9019 series-channel-format 16:9

[EEE](#), [GBE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [NLE](#)

9019 series-channel-format 1:1

[EEE](#), [GBE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [NLE](#)

Product Video

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Available in these Languages:

	Product Video - 9020	
	Instant Ink	Non-Instant Ink
9020 series-format 16:9	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9020 series-format 1:1	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9020 series-channel-format 16:9	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE
9020 series-channel-format 1:1	EEE , GBE , FRE , ITE , DEE , ESE , PTE , SVE , NLE	EEE , ARE , TRE , ELE , RUE , ROE



How to video

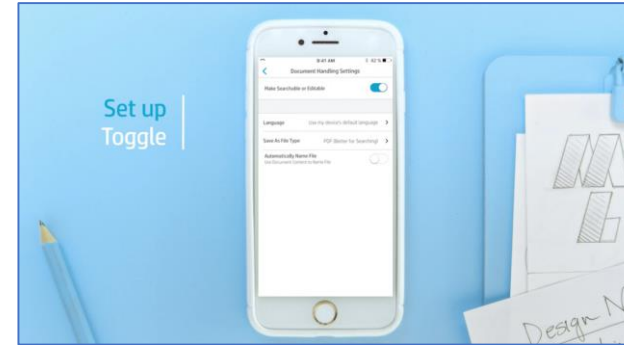
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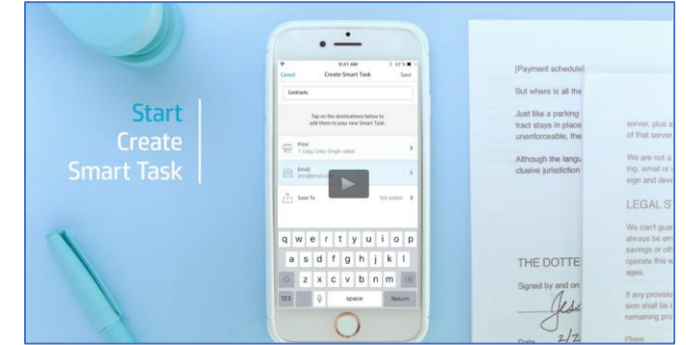
HP Smart App – Hero



HP Smart App – Scanning



HP Smart App – Searchable, Editable files



HP Smart Task

Available in these Languages:

Product How to Video

HP Smart App – Hero

[EEE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [ARE](#), [TRE](#), [ELE](#), [RUE](#), [ROE](#)

HP Smart App – Scanning

[EEE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [ARE](#), [TRE](#), [ELE](#), [RUE](#), [ROE](#)

HP Smart App – Searchable, Editable files

[EEE](#), [FRE](#), [ITE](#), [DEE](#), [ESE](#), [PTE](#), [SVE](#), [ARE](#), [TRE](#), [ELE](#), [RUE](#), [ROE](#)


HP Smart Task

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Social Media Assets

[Back to TOC](#)


 **HP WW (Staging Account)**
February 7 at 12:00 am · 🌐

Simplify your paperwork with the HP OfficeJet Pro. Scan multiple docs, share them with contacts or save them for later.

Like Comment Share

PIA

[Link](#)

 **HP WW (Staging Account)**
February 6 at 12:00 am · 🌐

Simplified workflow, maximized time. Scan and edit docs with Smart Tasks, then print remotely to your HP OfficeJet Pro.

Like Comment Share

Casson Hardware

[Link](#)

 **HP WW (Staging Account)**
February 5 at 12:00 am · 🌐

Work quickly, easily and on the go with your HP OfficeJet Pro and Smart Tasks.

Like Comment Share

Machine

[Link](#)

 **HP WW (Staging Account)**
Sponsored · 🌐

The HP OfficeJet Pro simplifies tasks and solves problems, so you stay smart and productive.

Smartest in small business produ...
Reinvented HP OfficeJet Pro
hp.com/officejetpro [Learn More](#)

Like Comment Share

Tequila 512

[Link](#)

 **HP WW (Staging Account)**
February 4 at 12:00 am · 🌐

Process expenses in record time with the HP OfficeJet Pro and Smart Tasks.

Like Comment Share

Altitudes

[Link](#)



EMEA POS Guidelines

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End Cap example of implementation



The printer has to be showcased at least with a wobbler placed next to the printer



Best in class implementation with Basic shelftray: Shelftray + Wobbler + Sticker



With basic shelftray



With premium/digital shelftray



Basic shelftray has to be place with a wobbler next to the printer



No need of wobbler, sticker recommended for the Premium/Digital shelftray



Interactive digital in-store Tablet

- Fit within the scanned cling or next to the printer
- Dedicated for Top account/Top Stores
- Good wi-fi connection, electricity available at the shelf
- Promoter to set-up (guide to be provided)



EMEA Online Guidelines

Back to TOC

Product walkaround

Lifestyle with dimensions

Desktop dynamic hot button

- 1st one always Instant Ink for Instant Ink countries
- Follow KSP order from datasheet

At a glance

Product video

- Long version one – 60sec

How to use video ?

- EMEA Recommendation HP Smart Tasks



HP OfficeJet Pro 9012 All-in-one wireless printer, Print, Scan, Copy from your phone, Instant Ink ready and voice activated (works with Alexa and Google Assistant)



- 3-year HP warranty at no extra cost
- Print, copy, scan, fax
- Up to 22 ppm black, up to 18 ppm colour
- Create editable, searchable documents with Smart Tasks
- 250-sheet input tray, 60-sheet output tray
- 2 months of Instant Ink Trial included^[4]
- Voice-activated printing with Amazon Alexa, Google Assistant™
- **Save up to 70% on ink with HP Instant Ink^[5]**: HP Instant Ink is a new service for buying ink that saves up to 70% on the cost of ink cartridges and you get it delivered to your door. The printer automatically orders ink for you so you never run out.
- **Designed to save your time** : Eliminate steps in repetitive tasks with Smart Tasks.^[1] Scan to the cloud, email, and more—in just a tap. Even create editable, searchable documents from your phone or printer.^[1]
- **Freedom to work anywhere**: Get work done wherever, whenever, and easily print, scan, and copy from your phone, using the best-in-class mobile print app: HP Smart.^[4]
- **Enhanced security, reliable connections**: Get best-in-class security^[3] to help maintain privacy and control, and self-healing Wi-Fi[®] that helps keep you connected.^[2]

Title

- Instant Ink to be mentioned for Instant Ink countries
- **!/Voice – ONLY FOR UK !/**

Highlights from datasheet

KSP from Product presentation

- 1st one always Instant Ink for Instant Ink countries

Note

- All the localized content is available in this NPI Toolkit
- PDP Guidelines and content for each SKU in English is available in the Excel attached in the email



Co-Marketing assets

[Back to TOC](#)



The HP OfficeJet Pro

[LEARN MORE >](#)

Consideration

[Link](#)



The HP OfficeJet Pro

Lorem ipsum dolor sit amet
consectetur adipiscing

[BUY NOW >](#)

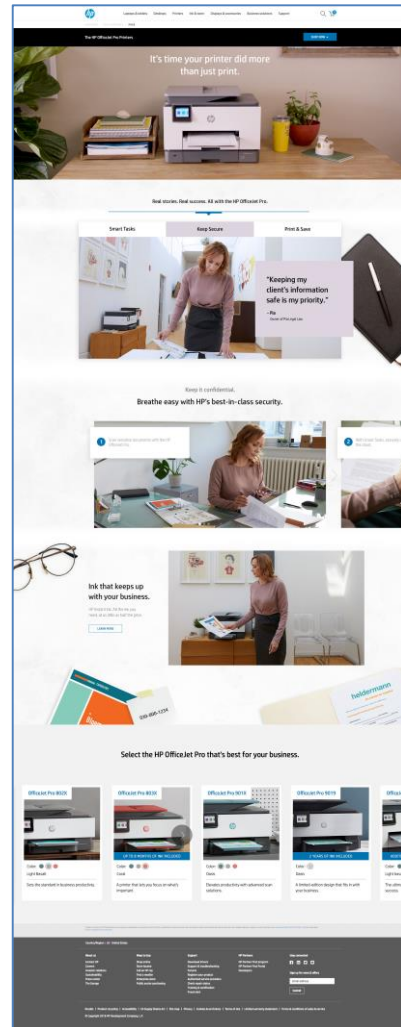
Purchase

[Link](#)

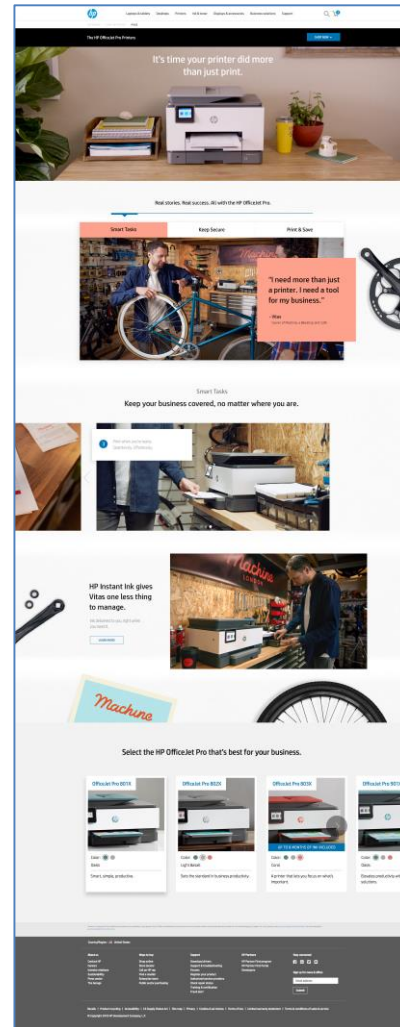


Landing Page PSD

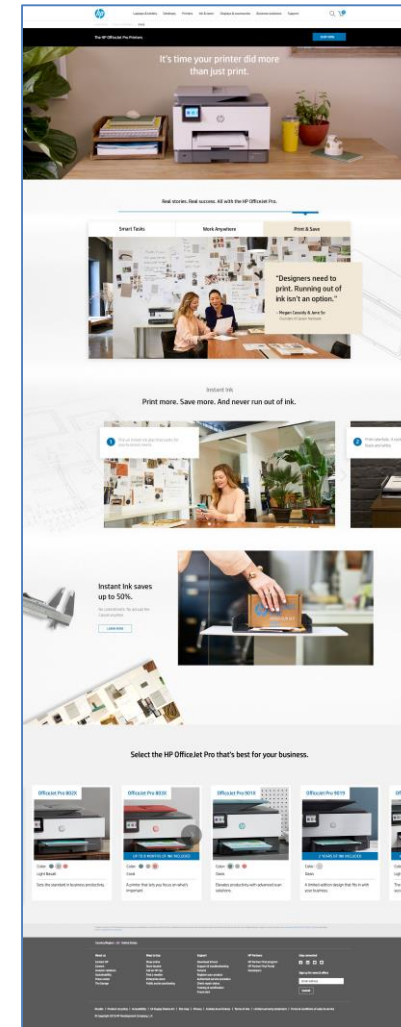
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OfficeJet Desktop
PiaLegal Prep



OfficeJet Desktop
Machine Prep



OfficeJet Desktop
Casson InstantInk Prep

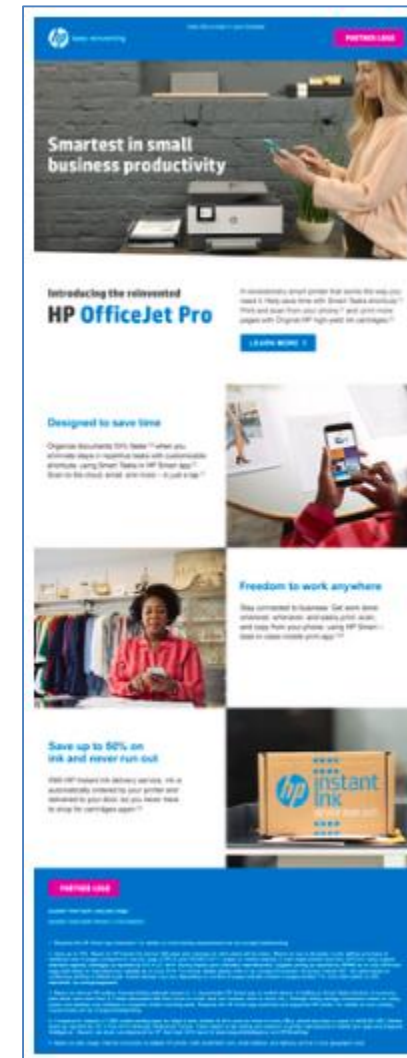
Link





Non-Instant Ink version

[Link](#)



Instant Ink version

[Link](#)

eTail Toolkit





HP OfficeJet Pro 9020 All-in-One

eTail Toolkits – EMEA Region



Assets @ a glance for HP OfficeJet Pro 9020

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Above the fold assets

Product Carousel

Product Walk Around

Lifestyle with
dimensions

Desktop Dynamic Hot
Button

At a glance

Below the fold assets

Hero Banners

KSP Modules

Hot Spot

At a glance

eTail Assets for OJP 9010, OJP 9020 folder link on Asset Hub:
<https://h22189.www2.hp.com/shared/folder/qpejqp8>



HP OfficeJet Pro 9020 All-in-One Product Carousel

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HP OfficeJet Pro 9020 All-in-One Product Walk Around

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HP OfficeJet Pro 9020 All-in-One

Lifestyle with dimension

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HP OfficeJet Pro 9020 All-in-One Desktop Dynamic Hot Button

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Ultimate productivity, scans both sides of a document at once.



Two 250-sheet paper trays fit up to a full ream of paper.



Automate repetitive tasks to save time on scanning and expenses.

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HP OfficeJet Pro 9020 All-in-One Desktop Dynamic Hot Button

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Print and scan with easy to use mobile print app: HP Smart.



Print and scan with the best in-class mobile print app: HP Smart.



Security essentials help protect against viruses and malware.

Available in these Languages

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SL | HR | HU | RO | BG | SR

EE | FR | IT | DE | ES | PT | NL | FI | NO | SV | DA |
| TR | RU | AR | PL | EL | HE | CS | SK | SL | HR |
HU | RO | BG | SR



HP OfficeJet Pro 9020 All-in-One Desktop Dynamic Hot Button

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Best in-class security essentials help protect against viruses and malware.



Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.



Save up to 70% on ink and never run out with HP Instant Ink.

Available in these Languages

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| HR | HU | RO | BG | SR

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SV | DA



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HP OfficeJet Pro 9020 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Extra paper tray – supports up to a full ream of paper
- Automatically scans both sides of a document at once
- Print from smartphone and tablet



OfficeJet Pro 9020

Highlighted feature

- Smart Tasks**
Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.
- Voice-activated printing**
-Amazon Alexa
-Google Assistant

Additional features

- Color touch screen
- Optional HP high-yield cartridges
- Second paper tray
- Single pass, 2-sided automatic document feeder
- Easy slide off glass
- Premium finish
- Included
- Not included


HP Smart app
Print documents, scan on-the-go and easily order ink from mobile device.

Instant Ink
Never run out of ink with HP Instant Ink.

At a glance

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Available in these Languages

GB

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EE | FR | TR | RU | AR | PL | EL | HE | CS | SK | SL | HR | HU | RO | BG | SR | EE | FR | IT | DE | ES | PT | NL | FI | NO



HP OfficeJet Pro 9020 All-in-One Hero Banners

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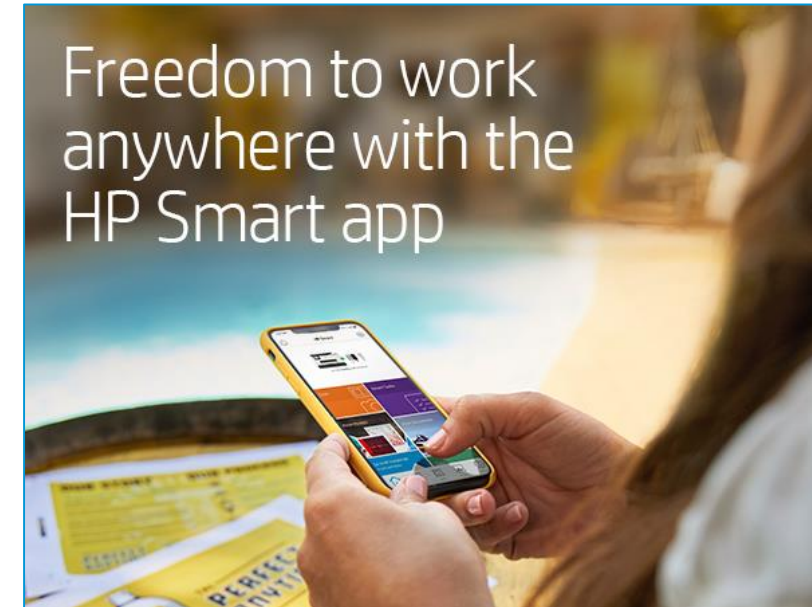
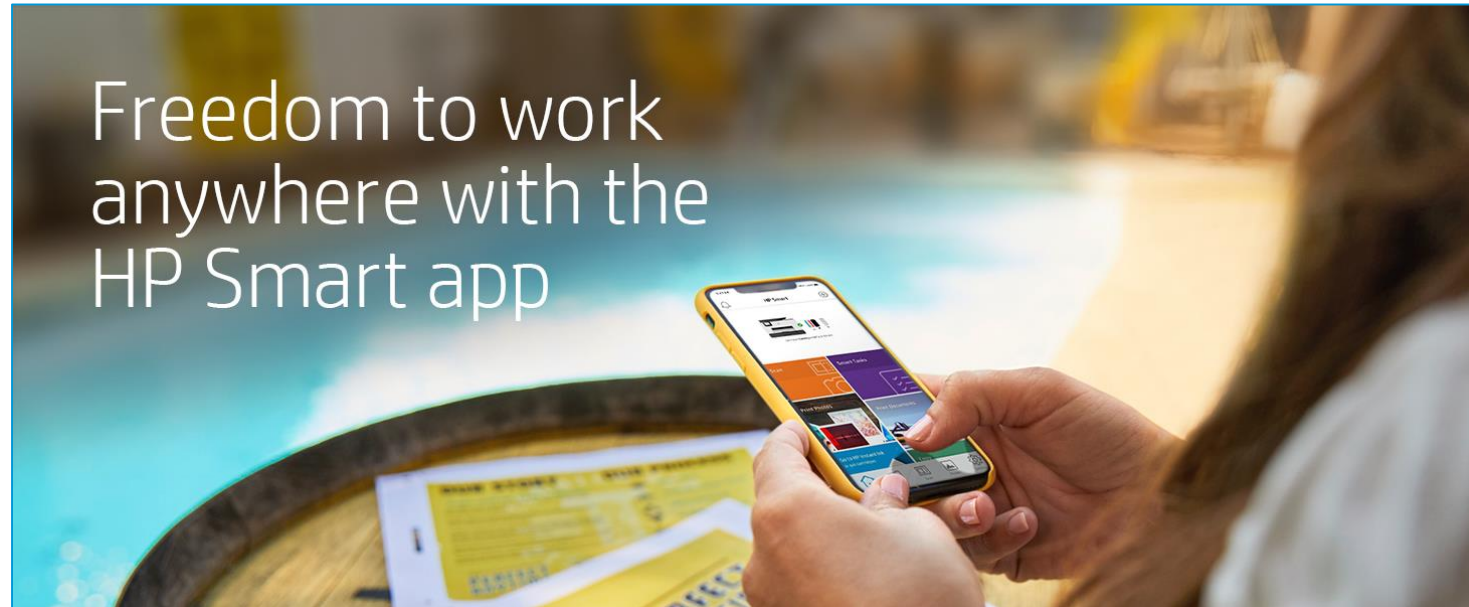
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HP OfficeJet Pro 9020 All-in-One KSP Module

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HP OfficeJet Pro 9020 All-in-One

Hot Spot – without text

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HP OfficeJet Pro 9020 All-in-One

Hot Spot – without text

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Save time with Smart Tasks



Voice-activated printing



Keep connected with self-healing Wi-Fi



HP OfficeJet Pro 9020 All-in-One

Hot Spot – without text

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Designed to protect



Create custom shortcuts



Freedom to work anywhere

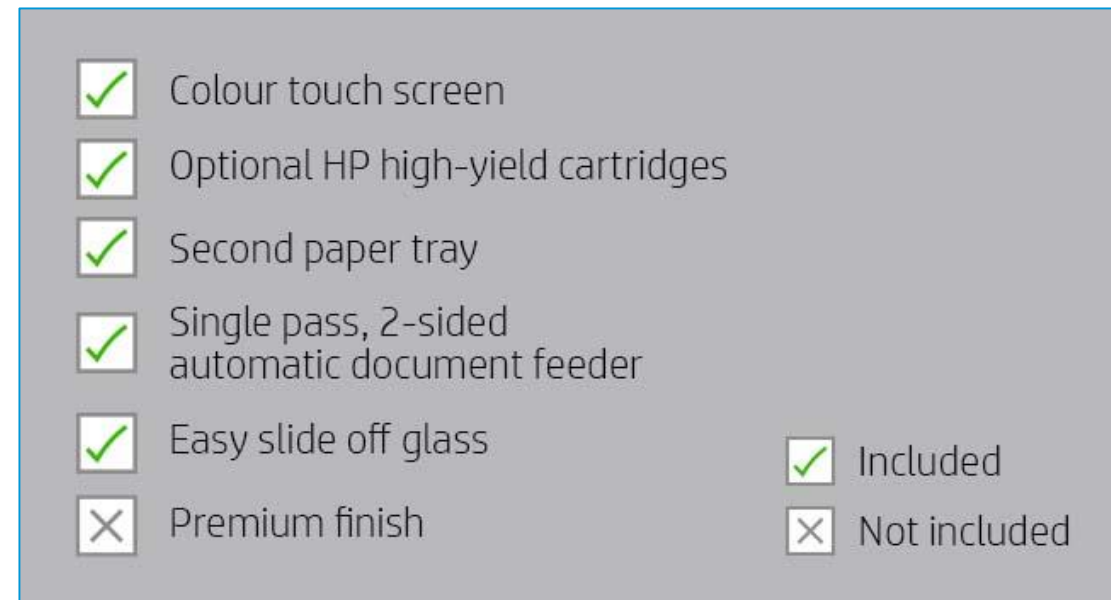
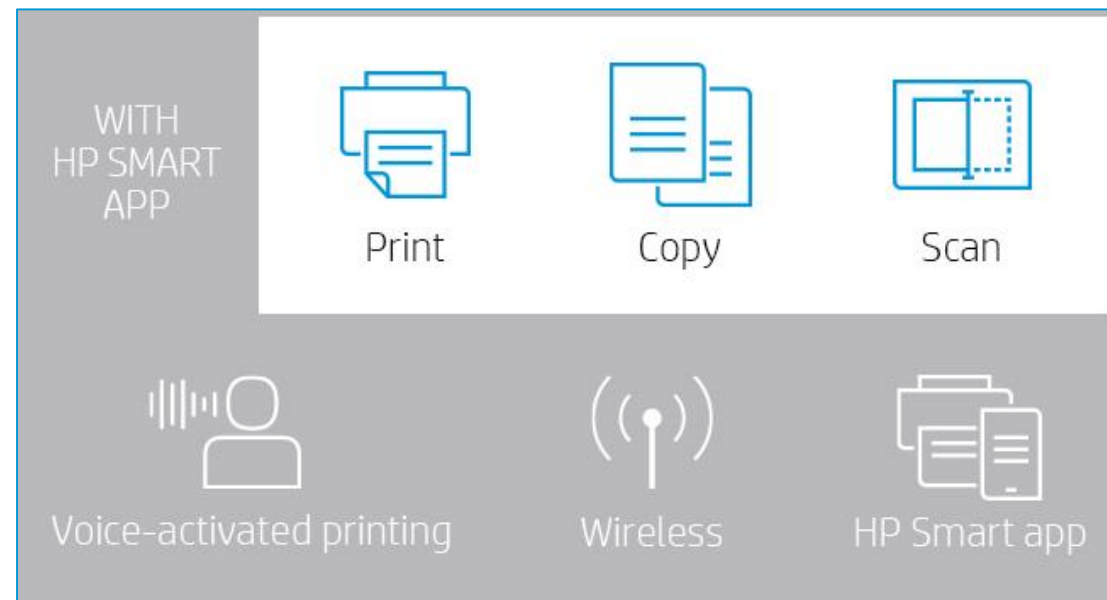


HP OfficeJet Pro 9020 All-in-One

At a glance

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HP OfficeJet Pro 9019 All-in-One

eTail Toolkits – EMEA Region



Assets @ a glance for HP OfficeJet Pro 9019

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Above the fold assets

Product Carousel

Lifestyle with
dimensions

Product Walk Around

Desktop Dynamic Hot
Button

At a glance

Below the fold assets

Hero Banners

KSP Modules

Hot Spot

At a glance

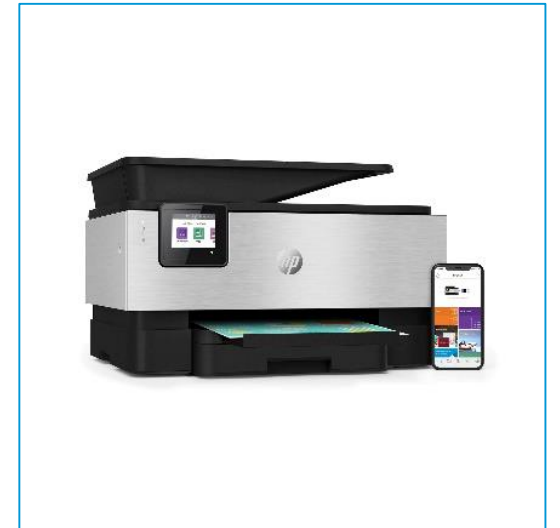
eTail Assets for OJP 9010, OJP 9020 folder link on Asset Hub:
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HP OfficeJet Pro 9019 All-in-One Product Carousel

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Lifestyle with dimension

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HP OfficeJet Pro 9019 All-in-One Product Walk Around

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HP OfficeJet Pro 9019 All-in-One Desktop Dynamic Hot Button

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Premium finish fits with modern office workstyle.



Breeze through stacks of documents with automatic two-sided copy and scan.



Automate repetitive tasks to save time on scanning and expenses.

Available in these Languages

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DA

EE | FR | IT | DE | ES | PT | NL | FI | NO |
SV | DA

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DA



HP OfficeJet Pro 9019 All-in-One Desktop Dynamic Hot Button

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Print and scan with easy to use mobile print experience: HP Smart app.



Print and scan with the best in-class mobile print app: HP Smart.



Security essentials help protect against viruses and malware.

Available in these Languages

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DA

EE | FR | IT | DE | ES | PT | NL | FI | NO |
SV | DA

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DA



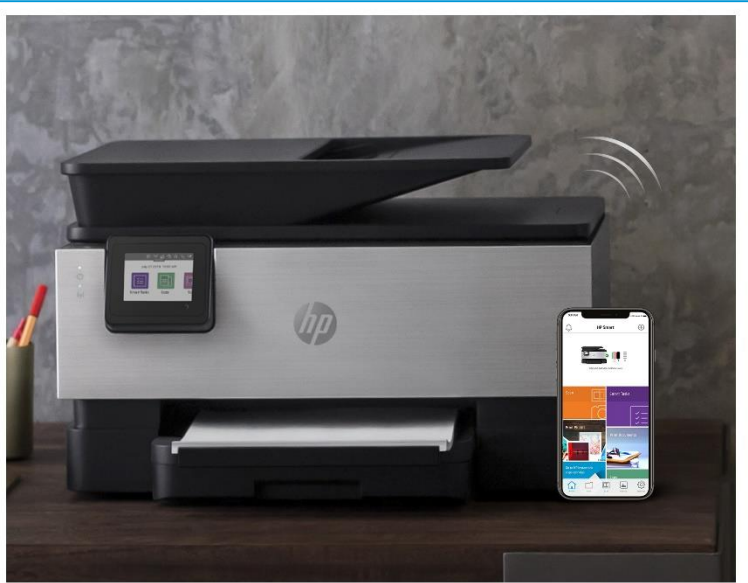
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Best in-class security essentials help protect against viruses and malware.



Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.



Save up to 70% on ink and never run out with HP Instant Ink.

Available in these Languages

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DA

EE | FR | IT | DE | ES | PT | NL | FI | NO |
SV | DA

EE | FR | IT | DE | ES | PT | NL | FI | NO | SV |
DA



HP OfficeJet Pro 9019 All-in-One

Desktop Dynamic Hot Button

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Get the most prints for your money with Original HP high-yield cartridges.

Available in these Languages

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HP OfficeJet Pro 9019 All-in-One

At a glance

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At a glance

Main features

Print

Copy

Scan


Fax

Wireless

Premium finish

Automatic two-sided print, copy and scan

Print from smartphone and tablet



OfficeJet Pro 9019

Highlighted features

Smart Tasks
Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.

Voice-activated printing
-Amazon Alexa
-Google Assistant

HP Smart app
Print documents, scan on-the-go and easily order ink from mobile device.

Instant Ink
Never run out of ink with HP Instant Ink.

Additional features

- Colour touch screen
- Optional HP high-yield cartridges
- Premium finish
- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Included
- Not included

At a glance

Main features

Print

Copy

Scan


Fax

Wireless

Premium finish

Automatic two-sided print, copy and scan

Print from smartphone and tablet



OfficeJet Pro 9019

Highlighted features

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- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Included
- Not included

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HP OfficeJet Pro 9019 All-in-One Hero Banners

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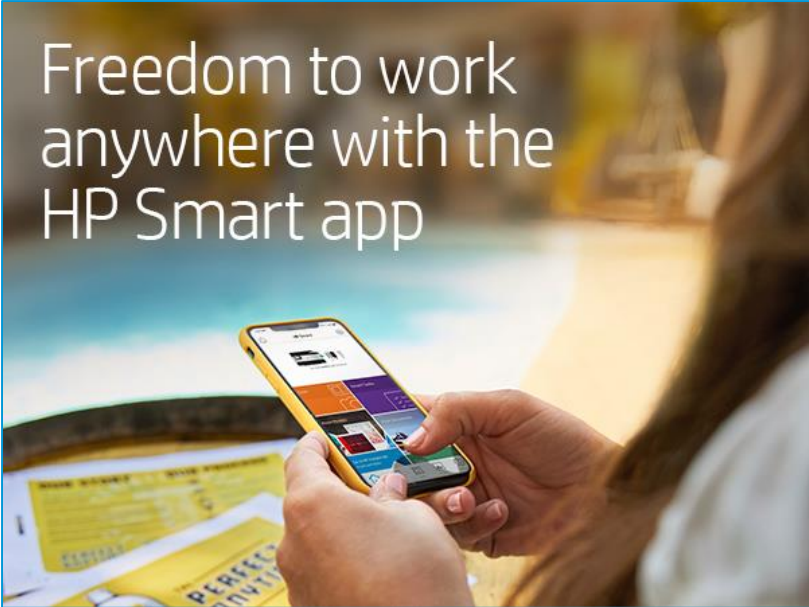
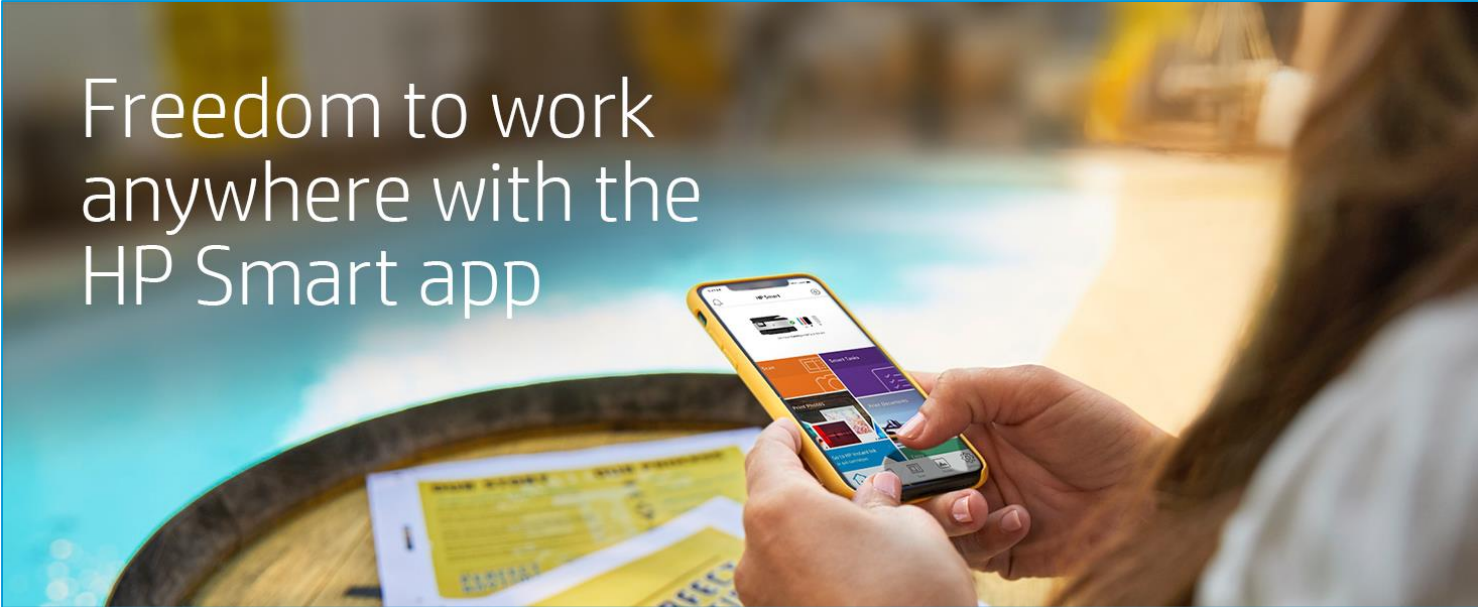
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HP OfficeJet Pro 9019 All-in-One KSP Modules

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Hot Spot – without text

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HP OfficeJet Pro 9019 All-in-One

Hot Spot – without text

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Save time with Smart Tasks



Voice-activated printing



Keep connected with self-healing Wi-Fi



HP OfficeJet Pro 9019 All-in-One

Hot Spot – without text

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Designed to protect



Create custom shortcuts



Freedom to work anywhere



Freedom to work anywhere

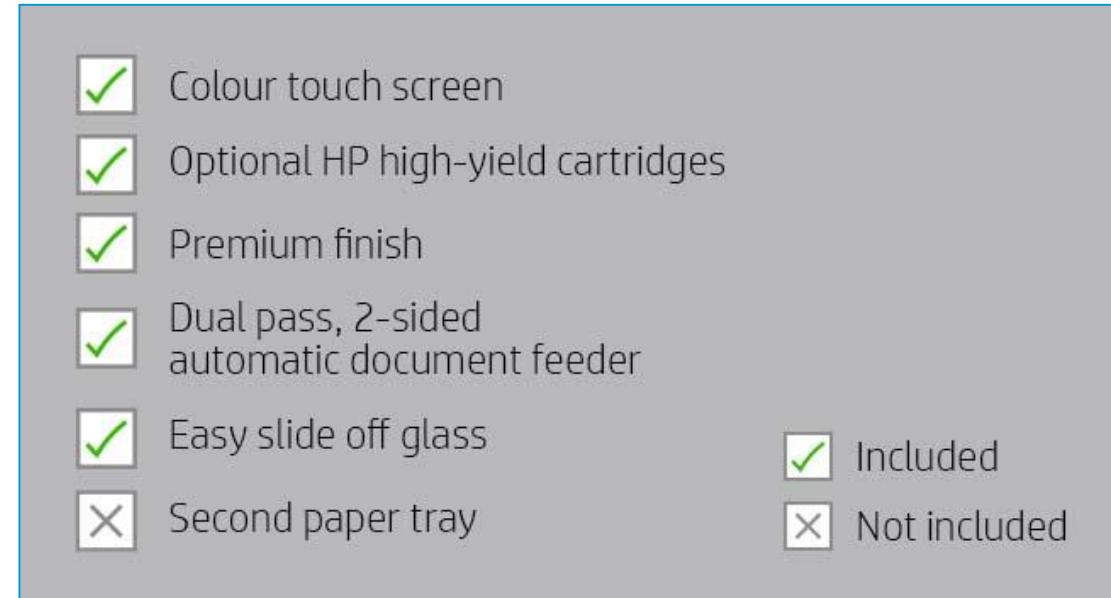
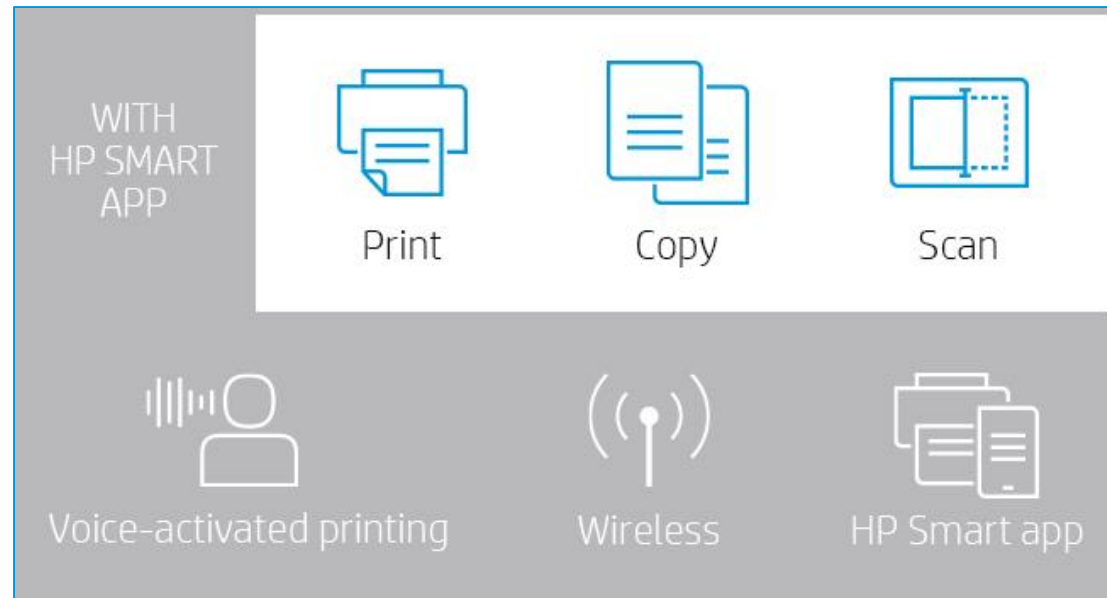


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HP OfficeJet Pro 9010 All-in-One

eTail Toolkits – EMEA Region



Assets @ a glance for HP OfficeJet Pro 9010

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Product Carousel

Lifestyle with
dimensions

Product Walk Around

Desktop Dynamic Hot
Button

At a glance

Below the fold assets

Hero Banners

KSP Modules

Hot Spot

At a glance

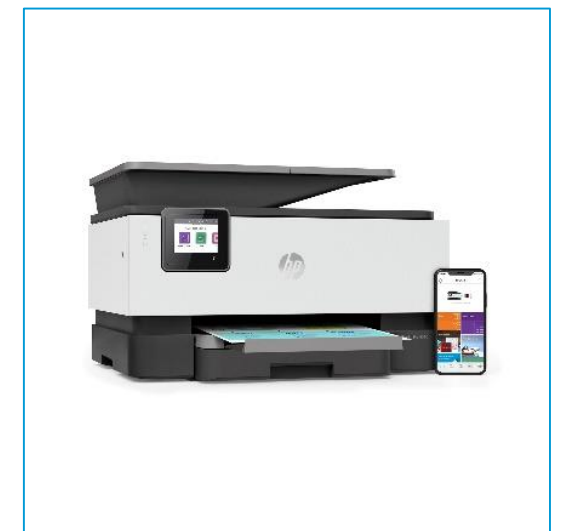
eTail Assets for OJP 9010, OJP 9020 folder link on Asset Hub:
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HP OfficeJet Pro 9010 All-in-One Product Carousel

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Lifestyle with dimensions

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HP OfficeJet Pro 9010 All-in-One Desktop Dynamic Hot Button

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Breeze through stacks of documents with automatic two-sided copy and scan.



Smart Tasks: Scan receipts on-the-go then sync with cloud software.



Automate repetitive tasks to save time on scanning and expenses.

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HP OfficeJet Pro 9010 All-in-One Desktop Dynamic Hot Button

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Print and scan with easy to use mobile print experience: HP Smart app.



Print and scan with the best in-class mobile print app: HP Smart.



Security essentials help protect against viruses and malware.

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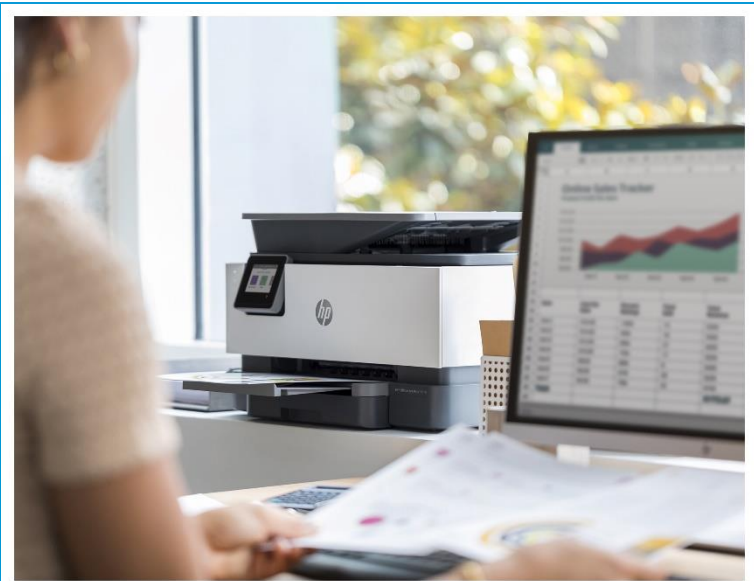


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Best in-class security essentials help protect against viruses and malware.



Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.



Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.

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HP OfficeJet Pro 9010 All-in-One Desktop Dynamic Hot Button

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 Save up to 70% on ink and never run out with HP Instant Ink.



 Print more pages with Original HP high-yield ink cartridges.



 Print more pages with Original HP high-yield ink cartridges.

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HP OfficeJet Pro 9010 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Automatic two-sided print, copy and scan
- Print from smartphone and tablet



OfficeJet Pro 9010

Highlighted features

- Smart Tasks**
Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.
- Voice-activated printing**
-Amazon Alexa
-Google Assistant

Additional features

- Color touch screen
- Optional HP high-yield cartridges
- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Premium finish
- Included
- Not included


HP Smart app
Print documents, scan on-the-go and easily order ink from mobile device.

Instant Ink
Never run out of ink with HP Instant Ink.

At a glance

Main features

- Print
- Copy
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- Second paper tray
- Premium finish
- Included
- Not included

HP Smart app
Print documents, scan on-the-go and easily order ink from mobile device.

Instant Ink
Never run out of ink with HP Instant Ink.

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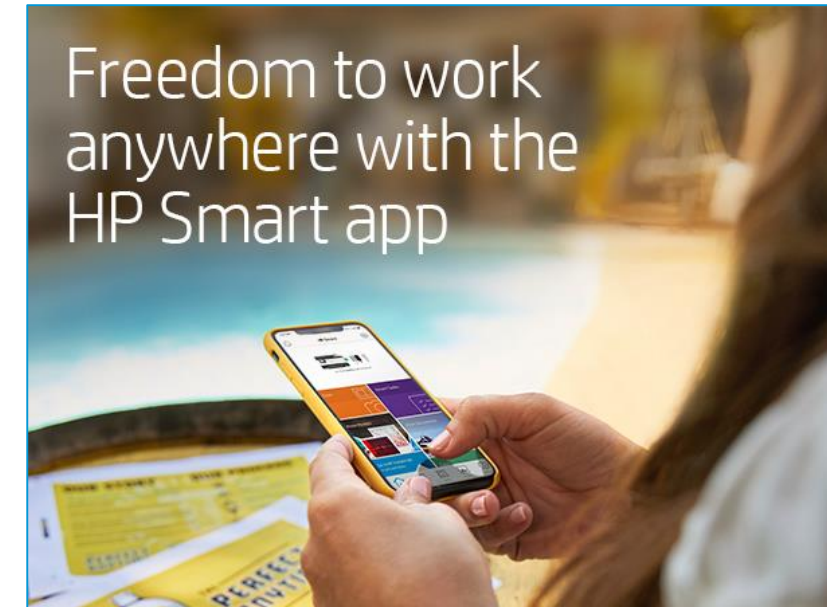
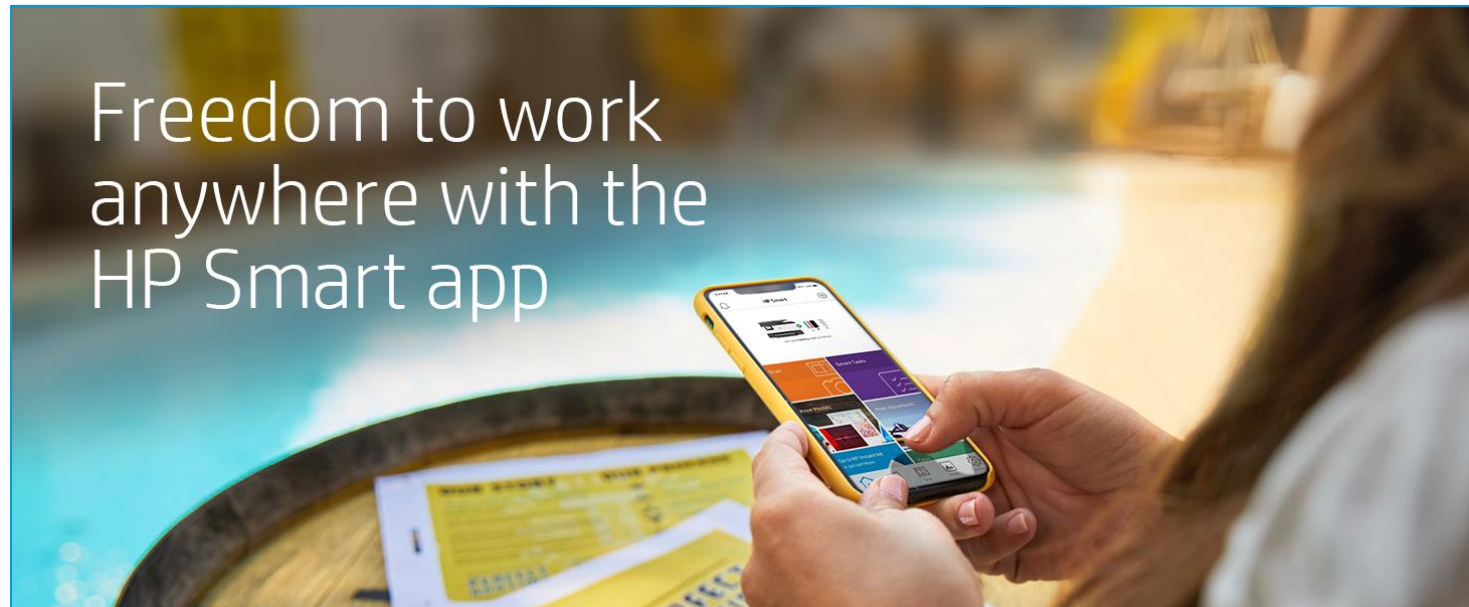
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Hot Spot – without text

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Save time with Smart Tasks



Voice-activated printing



Keep connected with self-healing Wi-Fi

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Designed to protect



Create custom shortcuts



Freedom to work anywhere



HP OfficeJet Pro 9010 All-in-One

At a glance

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WITH HP SMART APP

Print Copy Scan

Voice-activated printing Wireless HP Smart app

- Colour touch screen
- Optional HP high-yield cartridges
- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Premium finish

Included
 Not included

Available in these Languages

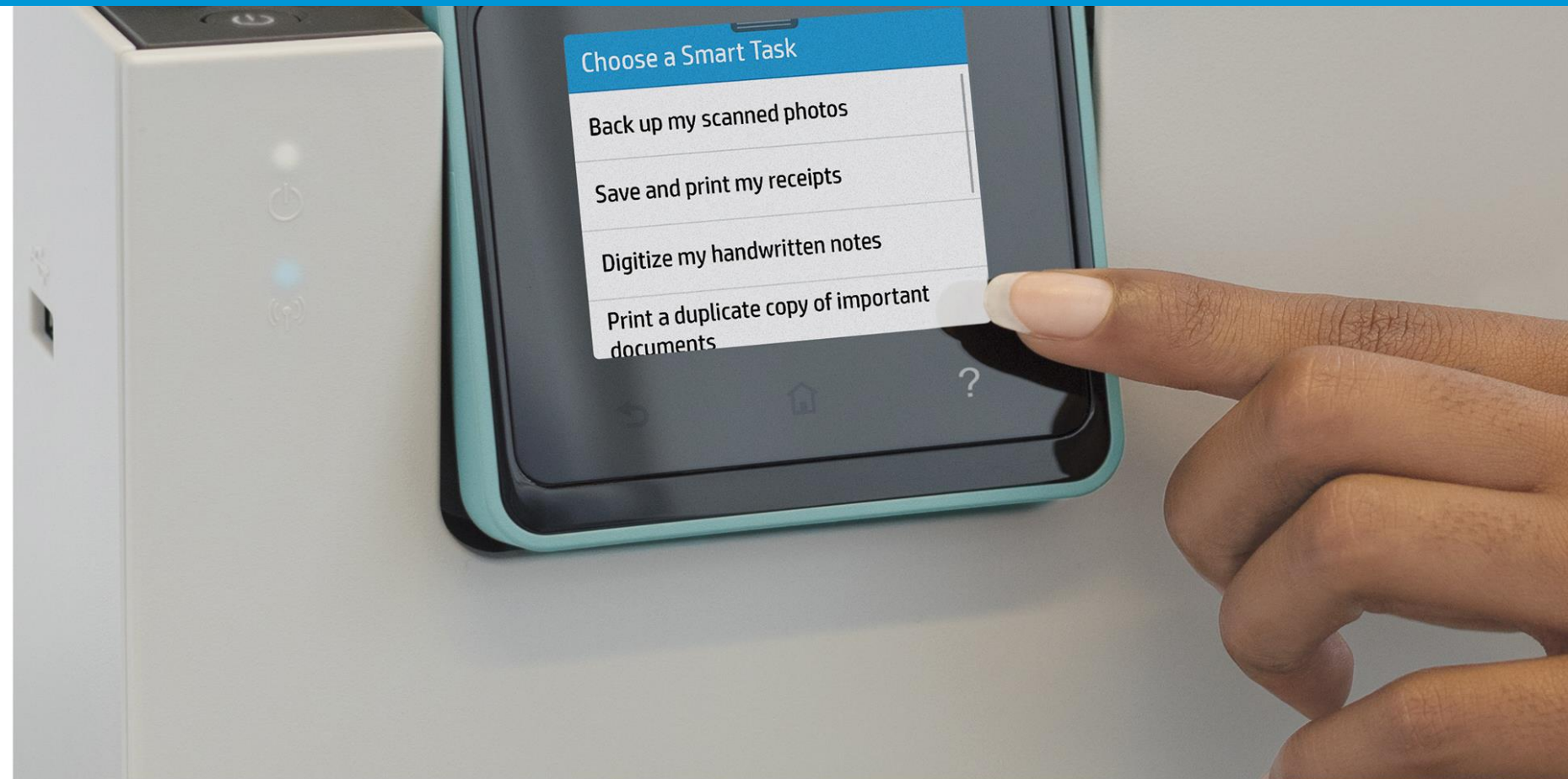
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HP OfficeJet Pro 9015 All-in-One

eTail Toolkits – EMEA Region



Assets @ a glance for HP OfficeJet Pro 9015

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Product Carousel

Lifestyle with
dimensions

Product Walk Around

Desktop Dynamic Hot
Button

At a glance

Below the fold assets

Hero Banners



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HP OfficeJet Pro 9015 All-in-One

Lifestyle with dimension

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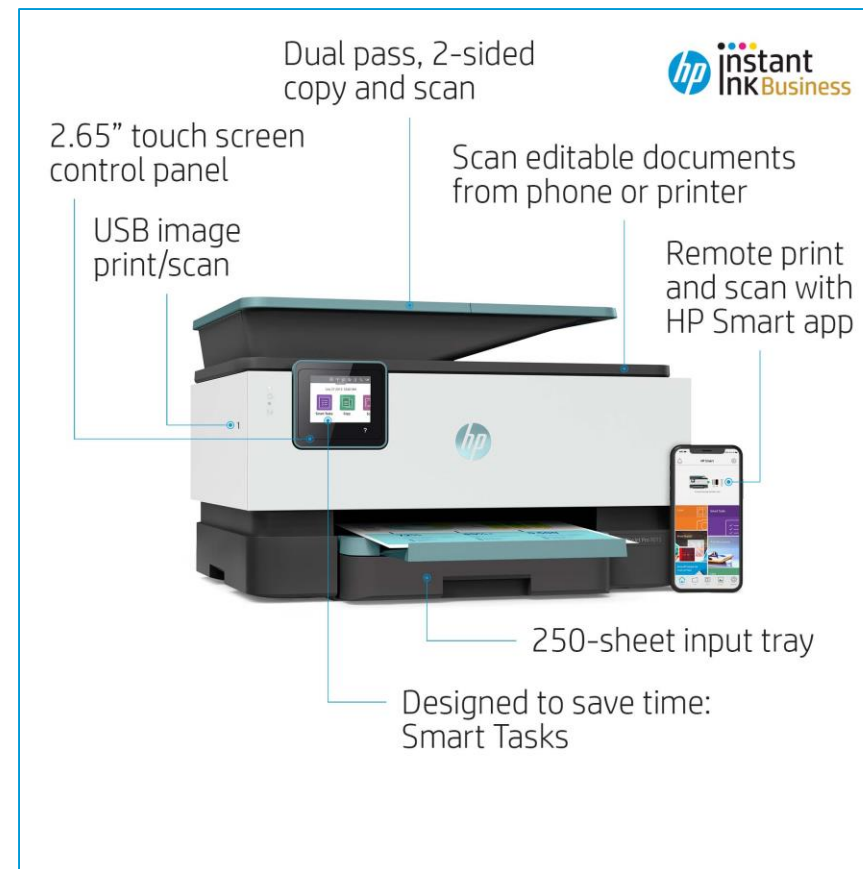
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HP OfficeJet Pro 9015 All-in-One Desktop Dynamic Hot Button

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Automate repetitive tasks to save time on scanning and expenses.



Print and scan with easy to use mobile print experience: HP Smart app.



Best in-class security essentials help protect against viruses and malware.

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HP OfficeJet Pro 9015 All-in-One Desktop Dynamic Hot Button

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 Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.





 Save up to 70% on ink and never run out with HP Instant Ink.

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HP OfficeJet Pro 9015 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Automatic two-sided print, copy and scan
- Print from smartphone and tablet



OfficeJet Pro 9015

Highlighted features

- Smart Tasks**
Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.
- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Colour touch screen
- Optional HP high-yield cartridges
- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Premium finish
- Included
- Not included

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HP OfficeJet Pro 9015 All-in-One Hero Banners

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HP OfficeJet Pro 9016 All-in-One

eTail Toolkits – EMEA Region



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Lifestyle with dimensions

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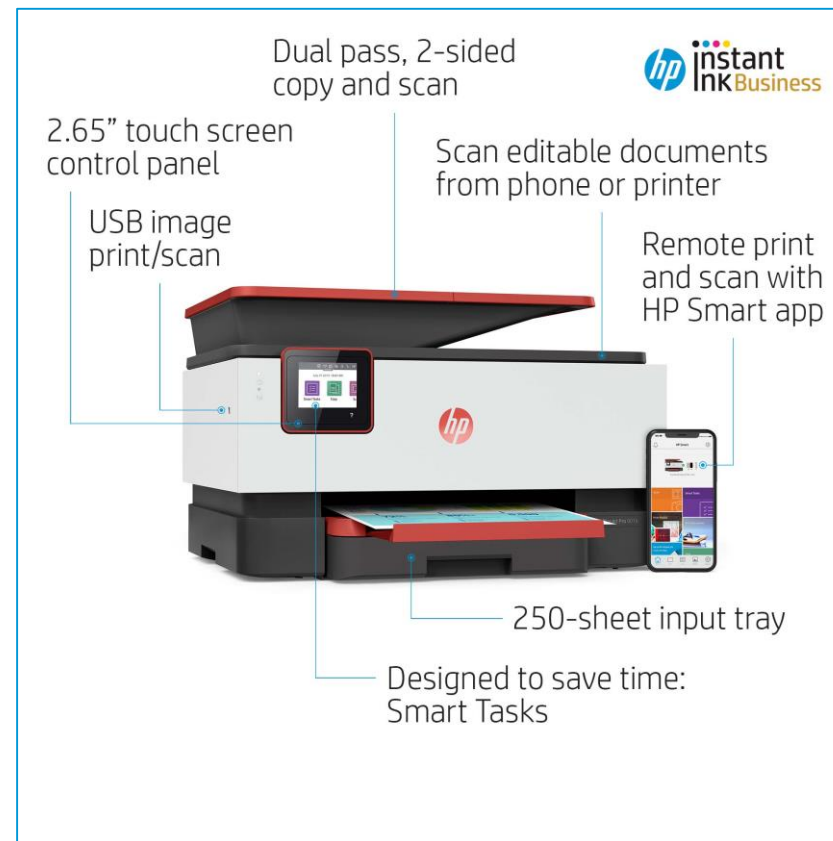
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Automate repetitive tasks to save time on scanning and expenses.



Print and scan with easy to use mobile print experience: HP Smart app.



Best in-class security essentials help protect against viruses and malware.

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Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.



Save up to 70% on ink and never run out with HP Instant Ink.

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HP OfficeJet Pro 9016 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Automatic two-sided print, copy and scan
- Print from smartphone and tablet



OfficeJet Pro 9016

Highlighted features

- Smart Tasks**
Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.
- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Colour touch screen
- Optional HP high-yield cartridges
- Dual pass, 2-sided automatic document feeder
- Easy slide off glass
- Second paper tray
- Premium finish
- Included
- Not included

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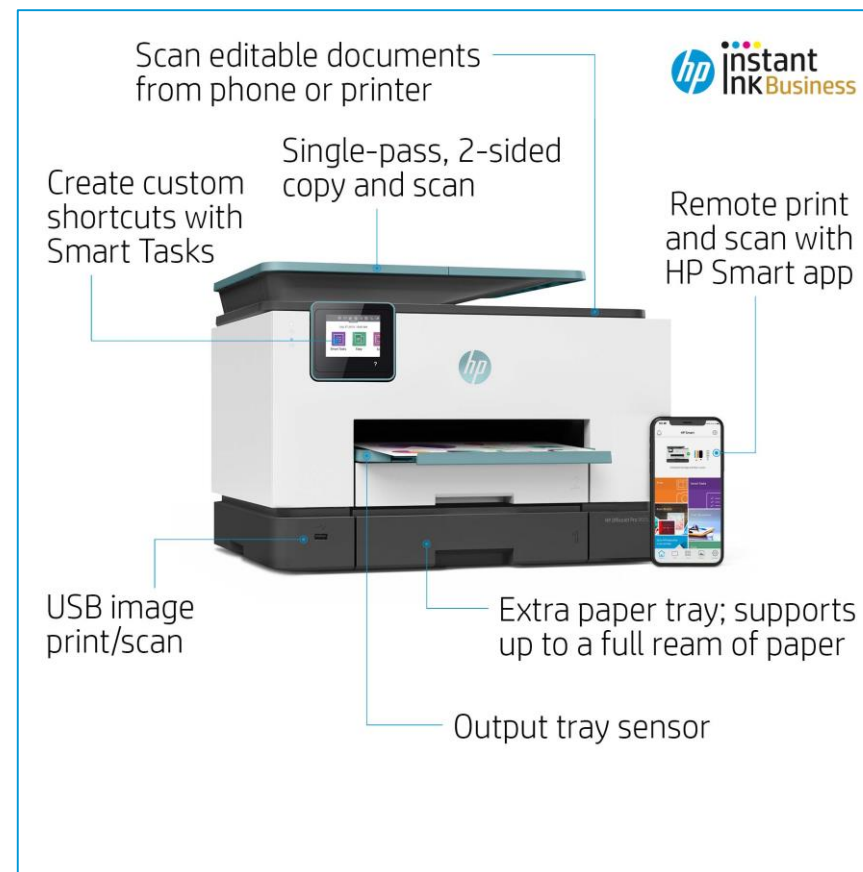
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Two 250-sheet paper trays fit up to a full ream of paper.



Print and scan with easy to use mobile print app: HP Smart.



Automate repetitive tasks to save time on scanning and expenses.

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Security essentials help protect against viruses and malware.



Self-healing Wi-Fi detects and resolves connectivity issues to keep you connected.



Save up to 70% on ink and never run out with HP Instant Ink.

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HP OfficeJet Pro 9025 All-in-One









At a glance


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At a glance



Main features


 Print	 Copy	 Scan	 Fax
 Wireless	 Extra paper tray – supports up to a full ream of paper	 Automatically scans both sides of a document at once	 Print from smartphone and tablet



OfficeJet Pro 9025

Highlighted feature

 Smart Tasks Eliminate steps in repetitive tasks with customizable shortcuts. Create editable documents scanning from your phone or printer.	 HP Smart app Print documents, scan on-the-go and easily order ink from mobile device.
--	--


Instant Ink
Never run out of ink with HP Instant Ink.

Additional features

- Colour touch screen
- Optional HP high-yield cartridges
- Second paper tray
- Single pass, 2-sided automatic document feeder
- Easy slide off glass
- Premium finish

Included
 Not included

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Datasheet - 9020



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Product Guide

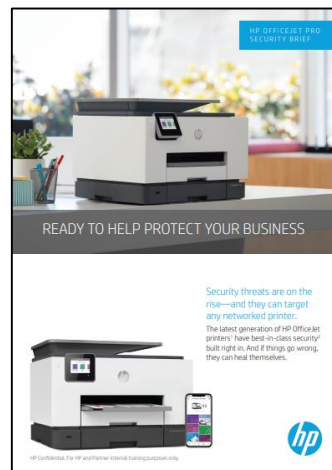


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HP OfficeJet Pro Security Brief



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Quick Reference Sheet



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Product Video - 9010



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Product Video - 9019



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Product Video - 9020



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Product Presentation



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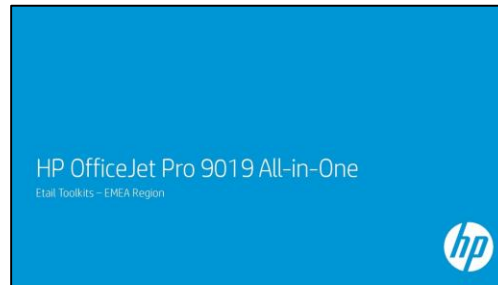
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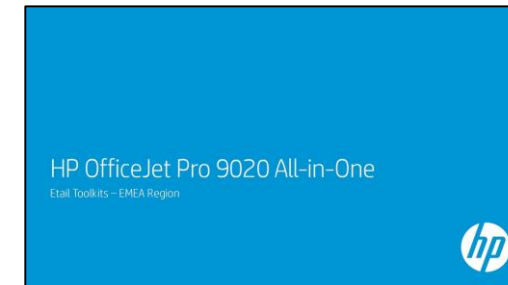
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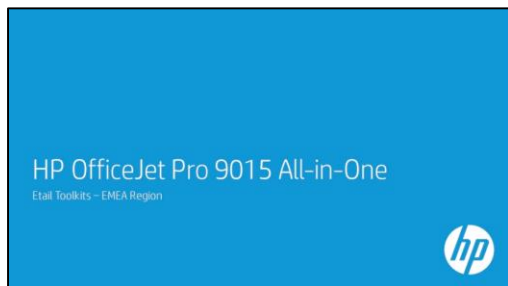
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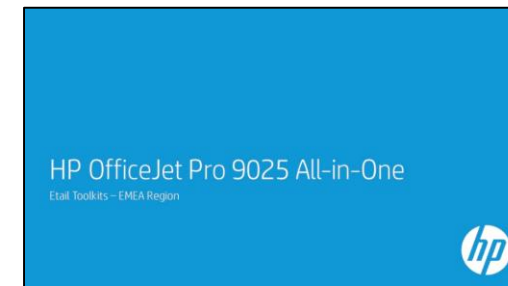
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