HP LaserJet M200 Printers and MFPs:
Fastest Two-Sided (Duplex) In-Class

Objective

In September 2020, Keypoint Intelligence was contracted by HP to conduct a study to determine if the HP LaserJet M200 series printers and MFPs can be considered the fastest two-sided (duplex) laser printers in-class[1].

The research team at Keypoint Intelligence compared the duplex print speed for letter and A4 pages of the HP LaserJet M200 printer against comparable in-class monochrome laser printers less than $210 USD and 220€, as well as compared the HP LaserJet M200 MFP to comparable in-class monochrome laser MFPs less than $310 USD and 320€. Based on publicly available information, Keypoint Intelligence analysts found the HP devices to have a duplex print speed of 18 images per minute (IPM), while all others were lower, proving that the HP LaserJet M200 printers and MFPs can be considered the fastest two-sided (duplex) laser printers in-class[1].

[1]Compared to in-class monochrome duplex laser printers and MFPs less than $210 USD and 220€ for single function or less than $310 USD and 320€ for multifunction, all with a published max monthly duty cycle of 20,000 or lower. Exact HP printer speeds vary depending on the system configuration, software application, driver, and document complexity. Buyers Lab September 2020 study commissioned by HP, based on a research survey of OEM published specifications publicly available information as of 09/01/2020. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q2 for North America and EMEA. For details: keypointintelligence.com/HPFastestDuplex

Background

Duplex printing is attractive to customers for several reasons. Because it uses both sides of the page, less paper is needed, which saves money. The reduction in paper is also a "greener" choice, ensuring every page is used to its max potential. Duplex is also a very popular option—it's often the standard setting on print devices. And it can save users time with less waiting at the device for print jobs. For these reasons, duplex print speeds are becoming increasingly important.

Methodology & Findings

Keypoint Intelligence examined the duplex print speed for letter and A4 pages of the HP LaserJet M200 printer against comparable in-class monochrome laser printers less than $210 USD and 220€, and compared the HP LaserJet M200 MFP to comparable in-class monochrome laser MFPs less than $310 USD and 320€, which make up 80% of the market share in North America and Europe, respectively, based on IDC data and excluding all devices with monthly max duty cycles higher than 20,000[1]. To accomplish this, analysts consulted OEM publications, including support documents and spec sheets, to identify the duty cycle and duplex print speeds for both letter and A4 pages.

Keypoint Intelligence found that duplex print speeds of the HP LaserJet M200 series printers and MFPs were 18 IPM for both letter and A4, which is faster than all comparable devices which ranged from 13 to 17 IPM.

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SUPPORTING DATA TABLE

North America

Company	Model	Single Function/Multifunction	Letter/A4 Duplex Speed (IPM)
HP Inc.	LaserJet M200 Series	Multifunction	18/18
HP Inc.	LaserJet M200 Series	Single Function	18/18
Brother	DCP-L2550DW	Multifunction	17/16
Brother	HL-L2390DW	Multifunction	15/15
Brother	HL-L2370DW	Single Function	17/16
Brother	HL-L2320D	Single Function	15/15
Brother	HL-L2300D	Single Function	13/13

EMEA

Company	Model	Single Function/Multifunction	Letter/A4 Duplex Speed (IPM)
HP Inc.	LaserJet M200 Series	Multifunction	18/18
HP Inc.	LaserJet M200 Series	Single Function	18/18
Brother	DCP-L2530DW	Multifunction	15/15
Brother	DCP-L2510D	Multifunction	15/15
Brother	DCP-L2532DW	Multifunction	15/15
Brother	DCP-L2512D	Multifunction	15/15
Brother	DCP-L2550DN	Multifunction	17/16
Brother	HL-L2350DW	Single Function	15/15
Brother	HL-L2310D	Single Function	15/15
Brother	HL-L2370DN	Single Function	17/16
Brother	HL-L2375DW	Single Function	17/16

About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled services and unmatched depth of knowledge, we cut through the noise of data to offer clients the independent insights and responsive tools they need.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable research, test data, and competitive information services. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of hands-on testing in our U.S. and UK laboratories, we have been the leading organization for extensive specifications/pricing databases on MFPs, printers, scanners, and software. Buyers Lab also provides consulting services and a range of private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (toner, ink, fusers, and photoconductors), solutions evaluations, and media runnability testing.

For more information on Buyers Lab, please call (973) 797-2100, visit www.keypointintelligence.com, or email info@keypointintelligence.com.