

New HP LaserJet Pro M15 Printer Series **OCTOBER 2017** **and HP LaserJet Pro MFP M28 Series** **World's Smallest In-Class Footprint ¹**



New HP LaserJet Pro MFP M28 series and HP LaserJet Pro M15 printer series

In October 2017, Keypoint Intelligence - Buyers Lab (BLI) was contracted by HP to conduct a study to determine if the new HP LaserJet Pro M15 printer series and the HP LaserJet Pro MFP M28 series, launching worldwide in April 2018, have “the world’s smallest in-class footprint” compared to available personal monochrome laser printers and MFPs. Using HP’s stated dimensions (13.6 inches x 7.5 inches x 6.3 inches for HP LaserJet Pro M15 printer series and 14.2 inches x 10.4 inches x 7.8 inches for HP LaserJet Pro MFP M28 series; W x D x H), BLI analysts have determined that, based on available specification data for laser models worldwide, no other in-class laser models available on the market as of this date are smaller than the new HP LaserJet Pro M15 printer series and HP LaserJet Pro MFP M28 series models.

¹ World’s smallest in-class footprint compared only to dimensions of majority of worldwide personal laser printers and MFPs (defined as monochrome laser printers ≤\$100 USD and monochrome laser MFPs ≤\$150 USD); HP internal research of printer manufacturers’ published specifications as of October 9, 2017 and Keypoint Intelligence - Buyers Lab 2017 study commissioned by HP. Market share as reported by IDC CYQ2 2017 Hardcopy Peripherals Tracker. Measured footprint for HP LaserJet Pro M15 printer series is 102.0 square inches and for HP LaserJet Pro MFP M28 series is 147.68 square inches. For details, see www.keypointintelligence.com/products/samples/new-hp-laserjet-series/

Methodology

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

Using BLI's extensive product database containing information on over 30,000 printers and MFPs world-wide as well as publicly available specification information, the BLI research team compiled product dimensions for in-class models (based on IDC segmentation of monochrome laser printers \leq \$100 USD and monochrome laser MFPs \leq \$150 USD) and calculated the total footprint area (obtained by multiplying the claimed width by the depth of the devices). While every effort was made to include the most accurate and complete information for the global printer market, some markets/regions lack complete BLI coverage due to limited engagement with vendors in those areas and/or the limited amount of publicly available spec data.

Models Included in the Sample versus HP LaserJet Pro M15 Printer Series (Smallest to Largest)

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro M15 printer series	13.60	7.50	6.30	102.000
Xerox Group	Phaser 3040	14.10	7.76	8.20	109.416
Xerox Group	Phaser 3010	14.10	7.76	8.20	109.416
Samsung	SL-M2026W	13.03	8.46	7.01	110.234
Samsung	SL-M2020	13.03	8.46	7.01	110.234
Samsung	SL-M2026	13.03	8.46	7.01	110.234
Samsung	ML-2161	13.03	8.46	7.00	110.234
Samsung	SL-M2021W	13.03	8.46	7.00	110.234
Samsung	SL-M2023W	13.03	8.46	7.01	110.234
Samsung	SL-M2021	13.03	8.46	7.00	110.234
Samsung	SL-M2022	13.03	8.46	7.00	110.234
Samsung	SL-M2020W	13.00	8.50	7.00	110.500
Dell Inc.	B1160w	13.00	8.50	7.00	110.500
Dell Inc.	B1160	13.00	8.50	7.00	110.500
Samsung	SL-M2027	13.07	8.46	7.00	110.572
Samsung	SL-M2027W	13.07	8.46	7.00	110.572
Xerox Group	Phaser 3020Bi	13.10	8.50	7.4	111.350
Pantum	P2207	13.26	8.66	7.09	114.832

Custom Test Report

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro M15 printer series	13.60	7.50	6.30	102.000
Pantum	P2505	13.27	8.66	7.01	114.918
Pantum	P2500W	13.27	8.66	7.01	114.918
Pantum	P2500	13.27	8.66	7.01	114.918
Pantum	P2506W	13.27	8.66	7.01	114.918
Samsung	ML-1676P	13.43	8.82	7.24	118.453
Brother	HL-1200	13.30	9.30	7.40	123.690
Brother	HL-1210W	13.38	9.37	7.44	125.371
Brother	HL-1208	13.38	9.37	7.44	125.371
Xerox Group	DocuPrint P115b	13.38	9.37	7.44	125.371
Xerox Group	DocuPrint P115w	13.38	9.37	7.44	125.371
Brother	HL-1211W	13.38	9.37	7.44	125.371
Brother	HL-1222WE	13.38	9.37	7.44	125.371
Brother	HL-1212W	13.39	9.37	7.44	125.464
Brother	HL-1201	13.39	9.37	7.40	125.464
Brother	HL-1111	13.39	9.37	7.44	125.464
Brother	HL-1110	13.40	9.40	7.40	125.960
Brother	HL-1202	13.40	9.40	7.40	125.960
Brother	HL-1112	13.40	9.40	7.40	125.960
HP Inc.	LaserJet Pro P1102	13.47	9.38	7.71	126.349
HP Inc.	LaserJet Pro M12w	13.74	9.37	7.72	128.744
Canon Group	LBP-6033w	14.30	9.80	7.80	140.140
HP Inc.	LaserJet Pro M102a	14.40	9.74	7.50	140.256
Canon Group	LBP6030B	14.33	9.80	7.83	140.434
Canon Group	LBP6030	14.33	9.80	7.83	140.434
Canon Group	LBP6030w	14.33	9.80	7.83	140.434
Dell Inc.	E310dw	10.10	14.20	7.20	143.420
Canon Group	LBP2900	14.56	9.86	8.53	143.562
Lenovo	LJ2218	13.78	10.43	4.06	143.725
Ricoh Group	SP 150	13.80	10.47	4.17	144.486
Ricoh Group	SP 150w	13.82	10.47	4.17	144.695
Kyocera Document Solutions	FS-1040	14.09	10.31	9.48	145.268

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HP Inc.	HP LaserJet Pro M15 printer series	13.60	7.50	6.30	102.000
Kyocera Document Solutions	FS-1041	14.10	10.31	9.49	145.371
Kyocera Document Solutions	FS-1060DN	14.10	10.87	9.49	153.267
Pantum	P2010	15.00	10.30	9.30	154.500
Pantum	P1050	15.00	10.30	9.30	154.500
Konica Minolta Group	bizhub 3301P	15.70	10.30	12.10	161.710
Dell Inc.	Dell B1260dn Laser Printer	13.70	13.30	7.70	182.210
Samsung	SL-M2835ND	14.50	13.20	8.00	191.400
Samsung	SL-M2825ND	14.50	13.20	8.00	191.400
Samsung	SL-M2625	14.50	13.20	8.00	191.400
Samsung	SL-M2625D	14.50	13.20	8.00	191.400
Samsung	Xpress M3015DW	14.50	13.20	8.00	191.400
Xerox Group	DocuPrint P265dw	14.01	14.17	7.32	198.522
Brother	HL-L2321D	14.01	14.17	7.20	198.522
Xerox Group	DocuPrint P225db	14.01	14.17	7.32	198.522
Xerox Group	DocuPrint P225d	14.02	14.17	7.32	198.663
Brother	HL-L2300D	14.00	14.20	7.20	198.800
Brother	HL-L2305	14.00	14.20	7.20	198.800
Brother	HL-L2320D	14.00	14.20	7.20	198.800
Brother	HL-L2340DW	14.00	14.20	7.20	198.800
Brother	HL-L2300	14.00	14.20	7.20	198.800
Brother	HL-2240D	14.50	14.20	7.20	205.900
Brother	HL-2130	14.50	14.20	7.20	205.900
Epson	Workforce AL M200DN	15.16	14.00	8.86	212.240
Samsung	ML-2545	14.10	15.30	7.80	215.730
HP Inc.	LaserJet Pro M12a	13.70	16.20	9.00	221.940
HP Inc.	LaserJet Pro M12	13.70	16.20	9.00	221.940
Ricoh Group	Aficio SP211	15.80	14.17	6.50	223.886
Ricoh Group	Aficio SP 150	15.80	14.17	6.50	223.886
Ricoh Group	SP 210	15.82	14.17	6.50	224.169

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro M15 printer series	13.60	7.50	6.30	102.000
Ricoh Group	SP 212w	15.82	14.17	6.50	224.169
Ricoh Group	SP 220Nw	15.83	14.17	6.50	224.311
Ricoh Group	SP 3600DN	14.60	15.40	10.55	224.840
Ricoh Group	SP 235DNw	14.80	15.50	10.40	229.400
Ricoh Group	SP 111	15.83	14.51	4.69	229.693
Canon Group	LBP-6033	15.80	14.90	10.30	235.420
Lexmark	MS415dn	15.70	15.00	10.30	235.500
Panasonic	KX-P7100	15.70	15.40	10.00	241.780
Panasonic	KX-P7305	15.70	15.40	10.00	241.780

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Models Included in the Sample versus HP LaserJet Pro MFP M28 Series (Smallest to Largest)

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
Ricoh Group	SP 150SU	13.78	10.83	5.39	149.188
Ricoh Group	SP 150SUw	13.78	10.83	5.39	149.237
Lenovo	M7218	13.78	10.83	5.12	149.237
Lenovo	M7208	13.78	10.83	5.31	149.237
Canon Group	i-SENSYS MF3010	14.70	10.90	10.00	160.230
Canon Group	imageCLASS MF3010	14.70	10.90	10.00	160.230
Samsung	SCX-3401	15.31	10.78	9.80	165.042
Dell Inc.	B1163w	15.30	10.80	9.80	165.240
HP Inc.	LaserJet Pro M1136	16.30	10.40	9.80	169.520
Samsung	SF-760P	16.77	10.24	11.02	171.725
HP Inc.	LaserJet Pro M26nw	16.53	10.47	10.00	173.069
HP Inc.	LaserJet Pro M26a	16.54	10.47	10.00	173.174
HP Inc.	LaserJet Pro M130nw	15.67	11.34	9.10	177.698

Custom Test Report

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
Epson	AcuLaser MX14	11.77	15.31	16.14	180.199
HP Inc.	LaserJet Pro MFP M130nw	15.60	11.83	9.09	184.548
Samsung	SCX-4650N	16.10	11.60	15.30	186.760
Samsung	SCX-4021S	16.14	11.61	13.43	187.385
HP Inc.	LaserJet Pro M130fw	16.66	11.34	11.00	188.924
Pantum	M6500	16.40	12.00	9.60	196.800
Pantum	M6500W	16.40	12.00	9.60	196.800
Pantum	M6550NW	16.40	12.00	11.80	196.800
Pantum	M6600NW	16.40	12.00	11.80	196.800
Pantum	M6500NW	16.40	12.00	9.60	196.800
Pantum	M6600	16.40	12.00	11.80	196.800
Pantum	M6500N	16.40	12.00	9.60	196.800
Pantum	M6202	12.01	16.42	9.61	197.137
Panasonic	KX-MB2061	16.50	12.00	9.60	198.000
Pantum	M5000	15.70	12.80	11.70	200.960
Kyocera Document Solutions	FS-1020MFP	15.35	13.11	12.48	201.239
Kyocera Document Solutions	FS-1220MFP	15.35	13.11	12.48	201.239
Pantum	M6000	15.71	12.87	11.77	202.188
Brother	DCP-1608	15.15	13.38	10.03	202.707
Brother	DCP-1610W	15.15	13.38	10.03	202.707
Brother	DCP-1510	15.15	13.38	10.03	202.707
Lenovo	M7206	15.15	13.38	10.03	202.707
Brother	DCP-1512	15.15	13.38	10.03	202.707
Brother	MFC-1910W	15.15	13.38	11.14	202.707
Lenovo	M7206w	15.16	13.39	10.04	202.895
Brother	DCP-1622WE	15.16	13.39	10.04	202.992
Brother	MFC-1810	15.16	13.39	11.14	202.992
Brother	DCP-1612W	15.16	13.39	10.04	202.992
Brother	DCP-1511	15.16	13.39	10.04	202.992
Brother	DCP-1616NW	15.16	13.39	11.14	202.992

Custom Test Report

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
Brother	DCP-1601	15.16	13.39	10.04	202.992
Brother	DCP-1615NW	15.16	13.39	11.14	202.992
Brother	MFC-1901	15.16	13.39	10.03	202.992
Brother	DCP-1514	15.16	13.39	10.03	202.992
Brother	MFC-1911NW	15.16	13.40	11.14	203.144
Brother	DCP-1602	15.20	13.40	10.00	203.680
Brother	DCP-1617NW	15.20	13.40	11.10	203.680
Brother	MFC-1900	15.20	13.40	10.00	203.680
Xerox Group	DocuPrint M115b	15.15	13.50	10.03	204.525
Xerox Group	DocuPrint M115z	15.16	13.50	11.14	204.660
Xerox Group	DocuPrint M115fw	15.16	13.50	11.14	204.660
Panasonic	KX-MB1520	14.96	14.17	7.99	211.983
Panasonic	KX-MB1500CX	14.96	14.17	7.99	211.983
Panasonic	KX-MB1500	15.00	14.20	8.00	213.000
Kyocera Document Solutions	FS-1120MFP	15.35	14.21	14.25	218.124
Kyocera Document Solutions	FS-1025MFP	15.35	14.21	14.25	218.124
Panasonic	KX-MB1518CN	15.39	14.17	9.53	218.178
Canon Group	imageCLASS MF4712	15.35	14.25	11.85	218.738
Canon Group	i-SENSYS MF231	15.35	14.60	12.28	224.110
Canon Group	i-SENSYS MF232w	15.35	14.60	12.28	224.110
Canon Group	imageCLASS MF211	15.35	14.61	14.17	224.264
Ricoh Group	SP 220SNw	15.83	14.17	11.54	224.311
Ricoh Group	SP 210SU	15.83	14.17	6.50	224.311
Ricoh Group	Aficio SP211SU	15.83	14.17	9.92	224.311
Ricoh Group	SP 213SUw	15.83	14.17	9.92	224.311
Samsung	SL-M2675FN	15.80	14.20	14.40	224.360
Samsung	SL-M2875DW	15.80	14.20	14.40	224.360

Custom Test Report

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
Ricoh Group	Aficio SP 202SN	15.80	14.20	11.50	224.360
Ricoh Group	SP 213SNw	15.80	14.20	11.40	224.360
Canon Group	imageCLASS MF244dw	15.40	14.60	14.20	224.840
Canon Group	imageCLASS MF217W	15.40	14.60	14.20	224.840
Canon Group	imageCLASS MF216n	15.40	14.60	14.20	224.840
Samsung	SL-M2675F	15.79	14.25	14.45	225.008
Samsung	SL-M2071	15.98	14.15	9.96	226.117
Samsung	SL-M2070	15.98	14.16	9.96	226.277
Samsung	SL-M2070F	15.98	14.16	12.15	226.277
Samsung	SL-M2079	15.98	14.16	9.96	226.277
Samsung	SL-M2077	15.98	14.16	9.96	226.277
Samsung	SL-M2071F	15.98	14.16	9.96	226.277
Canon Group	imageCLASS MF236n	15.40	14.70	14.20	226.380
Canon Group	imageCLASS MF232w	15.40	14.70	12.30	226.380
Xerox Group	WorkCentre 3025NI	15.98	14.17	12.17	226.437
Samsung	SL-M2078W	15.98	14.17	9.96	226.437
Samsung	SL-M2070W	16.00	14.20	10.00	227.200
Samsung	SL-M2070FW	16.00	14.20	12.30	227.200
Xerox Group	WorkCentre 3025BI	16.00	14.20	10.10	227.200
Canon Group	imageCLASS MF249dw	15.40	14.90	14.20	229.460
Ricoh Group	SP 111SU	15.83	14.51	6.42	229.693
Sindoh	M401	16.30	14.37	13.90	234.231
Sagem Group	LaserMFD 6020	13.50	17.50	15.10	236.250
HP Inc.	LaserJet Pro MFP M126a	16.53	14.37	10.00	237.536
Brother	MFC-1815	18.00	13.30	11.10	239.400
Xerox Group	WorkCentre 3045Ni	16.10	15.30	12.50	246.330

Custom Test Report

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
Ricoh Group	SP 377SFNwX	15.90	15.50	15.90	246.450
Xerox Group	DocuPrint M225dw	16.10	15.33	12.46	246.813
Xerox Group	DocuPrint M115w	16.14	15.32	12.52	247.265
Brother	DCP-7057	15.94	15.68	10.55	249.939
Lenovo	M7400	15.94	15.69	10.55	250.099
Lenovo	M7400 Pro	16.10	15.68	10.50	252.448
Lenovo	M7605D	16.10	15.68	10.51	252.448
Brother	DCP-7080	16.10	15.68	10.51	252.448
Brother	DCP-L2500D	16.10	15.68	10.51	252.448
Brother	HL-L2380DW	16.10	15.70	10.50	252.770
Brother	DCP-L2520DW	16.10	15.70	10.50	252.770
Brother	MFC-L2685	16.10	15.70	12.50	252.770
Brother	MFC-L2700DN	16.10	15.70	12.50	252.770
Dell Inc.	E515dn	16.10	15.70	12.50	252.770
Dell Inc.	E514dw	16.10	15.70	12.50	252.770
Brother	DCP-L2540DW	16.10	15.70	12.50	252.770
Panasonic	KX-MB2110	16.14	15.75	12.60	254.205
Sagem Group	LaserMFD 6170DW	15.50	16.93	13.62	262.415
Canon Group	i-SENSYS MF211	15.35	17.36	12.28	266.476
Panasonic	KX-MB2130	17.60	15.75	12.60	277.200
Panasonic	KX-MB2120	17.60	15.75	12.60	277.200
Panasonic	KX-MB2003CN	16.50	17.00	10.00	280.500
Panasonic	KX-MB2010	16.50	17.00	12.00	280.500
Panasonic	KX-MB2000	16.50	17.00	10.00	280.500
Panasonic	KX-MB2030	16.50	17.00	12.00	280.500
Panasonic	KX-MB2051RU	16.50	17.00	12.00	280.500
Panasonic	KX-MB2020RU	16.53	17.00	10.03	281.010
HP Inc.	LaserJet Pro MFP M130a	15.66	18.97	15.27	297.070
HP Inc.	LaserJet Pro MFP M227dn	19.29	15.43	19.29	297.645

Vendor	Model Name	Width (in)	Depth (in)	Height (in)	Footprint Area (sq in)
HP Inc.	HP LaserJet Pro MFP M28 series	14.20	10.40	7.80	147.6800
HP Inc.	LaserJet Pro M130a	15.70	19.00	15.30	298.300
Pantum	M6607NW	20.24	15.04	15.43	304.410
Brother	MFC-8910DW	19.30	16.30	17.60	314.590
Ricoh Group	Aficio SP 210SF	19.00	17.40	21.00	330.600
Xerox Group	Phaser 3635 MFP	18.60	18.80	21.40	349.680
Samsung	SL-M2071FW	18.60	18.80	21.40	349.680
OKI	ES7170dn	20.55	22.20	26.57	456.210
Toshiba	e-STUDIO 2008a	23.00	23.00	31.00	529.000

Compared to the majority of in-class personal laser MFPs (defined as Mono Laser MFPs priced \leq \$150 USD. HP internal research of printer manufacturers' published specifications as of October 9, 2017 and Keypoint Intelligence - Buyers Lab 2017 study commissioned by HP. Market share as reported by IDC CYQ2 2017 Hardcopy Peripherals Tracker. Measured footprint for HP LaserJet Pro MFP M28 series is 147.68 square inches. For details, see www.keypointintelligence.com/products/samples/new-hp-laserjet-series/

ABOUT KEYPOINT INTELLIGENCE - BUYERS LAB

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