

April 2024

HP LaserJet M109-M112 Printer Series and HP LaserJet MFP M139-142 Series: Smallest Black-and-White Laser Printers and MFPs In-Class

Objective

In March 2024, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if the HP LaserJet M109-M112 printer series and the HP LaserJet MFP M139-142 series are “the developed market’s smallest black-and-white laser printers and MFPs in-class¹.” Using HP’s stated dimensions (13.6" x 7.5" x 6.3" for the HP LaserJet M109-M112 series and 14.17" x 10.39" x 7.76" for the HP LaserJet MFP M139-M142 series), Keypoint Intelligence analysts determined that, based on available specification data for laser models in developed markets, no other in-class black-and-white laser devices available in the developed market as of March 2024 have a smaller footprint than the HP LaserJet M109-M112 printer series and the HP LaserJet MFP M139-M142 series.

¹Smallest in-class footprint compared only to dimensions of majority of personal black-and-white laser printers and MFPs <\$169 and <\$209 USD, in the developed market respectively. Developed Market Countries: Australia, Austria, Baltics, Belgium, Canada, Denmark, Finland, France, Germany, Italy, Japan, Korea, Malaysia, Netherlands, New Zealand, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, UK&I, USA. Minimum dimensions used in this analysis. Keypoint Intelligence March 2024 study commissioned by HP based on publicly available, OEM-published specifications as of Q4 2023. Per HP, measured footprint for the HP LaserJet M109-M112 is 102.000 square inches and for the HP LaserJet MFP M139-142 series is 147.226 square inches. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker – Financial Historical Q4 2023 Developed Market. For details: keypointintelligence.com/HPSmallestLaserM100

METHODOLOGY & FINDINGS

Using publicly available specification information, Keypoint Intelligence analysts compiled product dimensions for in-class models (based on IDC segmentation of black-and-white laser printers less than \$169 USD and black-and-white laser MFPs less than \$209 USD) and calculated the total footprint area (obtained by multiplying the claimed width by the depth of the devices). Using the dimensions 13.6" x 7.5" for the HP LaserJet M109-M112 series, its footprint area of 102.0 square inches was found to be the smallest in-class. Using the dimensions 14.17" x 10.39" for the HP LaserJet MFP M139-M142 series, its footprint area of 147.226 square inches was also found to be the smallest in-class.

SUPPORTING DATA

Single-Function Printers (Smallest to Largest)

Company	Model	Height (in)	Width (in)	Depth (in)	Footprint Area (sq in)
HP	LaserJet M109-M112	13.60	7.50	6.30	102.00
Pantum	P2500W	7.00	13.26	8.66	114.83
Brother	HL-1210W	7.44	13.38	9.37	125.37
Brother	HL-1212W	7.44	13.38	9.37	125.37
HP	LaserJet M209dwe	7.89	13.20	11.02	145.46
HP	LaserJet M209dw	8.07	13.97	11.00	153.46
Brother	HL-L2375DW	7.20	14.01	14.17	198.52
Brother	HL-L2400DW	7.20	14.01	14.17	198.52
Brother	HL-L2445DW	7.20	14.01	14.17	198.52
Brother	HL-L2447DW	7.20	14.01	14.17	198.52
Brother	HL-L2400DWE	7.20	14.01	14.17	198.56
Brother	HL-L2350DW	7.20	14.01	14.20	198.94
Canon	imageCLASS LBP223dw	9.84	15.78	14.68	231.65

MFPs (Smallest to Largest)

Company	Model	Height (in)	Width (in)	Depth (in)	Footprint Area (sq in)
HP	LaserJet MFP M139-M142 series	7.76	14.17	10.39	147.23
HP	LaserJet MFP M140we	7.76	14.17	10.39	147.23
HP	LaserJet MFP M140w	7.76	14.17	10.39	147.23
HP	LaserJet MFP M234dw	9.52	14.49	11.76	170.40
HP	LaserJet MFP M234dwe	9.52	14.49	11.76	170.40
HP	LaserJet MFP M234sdwe	9.52	14.49	11.76	170.40
Brother	DCP-1612W	10.00	15.20	13.40	203.68
Brother	DCP-L2550DW	12.50	16.10	15.70	252.77
Brother	HL-L2390DW	10.70	16.10	15.70	252.77
Brother	DCP-L2530DW	10.71	16.14	15.69	253.24
HP	LaserJet MFP M140we	7.76	14.17	10.39	147.23
HP	LaserJet MFP M140w	7.76	14.17	10.39	147.23
HP	LaserJet MFP M234dw	9.52	14.49	11.76	170.40
HP	LaserJet MFP M234dwe	9.52	14.49	11.76	170.40
HP	LaserJet MFP M234sdwe	9.52	14.49	11.76	170.40
Brother	DCP-1612W	10.00	15.20	13.40	203.68
Brother	DCP-L2550DW	12.50	16.10	15.70	252.77

ABOUT KEYPOINT INTELLIGENCE

For over 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

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