Save Up to 50% with HP Instant Ink[1]:
Color Toner Service

OBJECTIVE

In January 2023, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP Instant Ink color toner service can save users up to 50% on Original HP toner in Australia, Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Puerto Rico, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, the United Kingdom and the United States.

[1]Based on monthly subscription cost of HP Instant Ink color toner service 1500-page plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 19752 pages on most in-class, HP A4 color laser printers and MFPs. Comparative printers are priced at or below the most expensive HP Instant Ink-eligible laser printer in each country using local currency, as of February 2023. Sale prices not considered for this study. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. HP printers that use original, standard-capacity, integrated toner cartridges (toner and drum in one cartridge) were included in the comparison. XL cartridges and printers sold through contract excluded due to non-standard hardware & supplies model. Keypoint Intelligence February 2023 study commissioned by HP. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2022Q3. www.keypointintelligence.com/HPInstantInk

BACKGROUND

The HP Instant Ink color toner service allows users to pick a subscription plan based on how many pages they print per month and not on the amount of toner used. Customers can choose from options ranging from 50- to 1,500- pages a month. As toner levels decrease over time, the printer alerts HP, triggering an automatic delivery of HP Original toner. Users help to eliminate waste, as unnecessary cartridges are not ordered. Further, shipping and recycling are included. Lastly, the plan can be modified or cancelled at any time, so customers have the flexibility to change if they are going to print more or less in the future.

METHODOLOGY & FINDINGS

Keypoint Intelligence examined the price of black standard-yield cartridges for in-class HP color laser printers and MFPs that make up 80% of the market share, based on IDC data specific to the country/region. Analysts then reviewed OEM publications to identify the correct toner cartridge for the device. The associated yield and pricing data were taken from the geographically appropriate OEM website or, if not available, from a local reseller. Sale prices, XL cartridges, printers sold under contract, and printers which don't have integrated toner cartridges (toner and drum in one cartridge) were not considered. All prices are noted in local currency.

Keypoint Intelligence calculated cost per page (CPP) per printer cartridge in each country/region by dividing the local MSRP of the individual cartridge by the supply yield. The individual cartridge CPP amounts were totaled to create an overall CPP for the printer. All printer CPPs were then averaged. Percent savings with HP Instant Ink toner service was calculated by subtracting the local price of HP Instant Ink toner service from the average total CPP and dividing the results by the average total CPP. Actual CPP for other cartridges may vary by number of pages printed and content of pages printed. When comparing CPP, the HP Instant Ink toner service can certainly offer up to 50% savings, and often exceeds that number. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing reflects current market data as of September 2022 and is subject to change in other regions or at a later date.

SUPPORTING DATA

HP Instant Ink Color Toner Service
Local Pricing

HP Instant Ink 1,500-Page Plan Using Original HP Toner	Monthly Subscription Cost (Local Currency)
Australia	$141.99
Austria	€79.99
Belgium	€79.99
Bulgaria	лв159.99
Canada	$104.99
Croatia	€79.99
Cyprus	€79.99
Czech Republic	2,449.00Kč
Denmark	kr769.00
Estonia	€79.99
Finland	€79.99

France	€79.99
Germany	€79.99
Greece	€79.99
Hungary	Ft34,299.00
Ireland	€79.99
Italy	€79.99
Latvia	€79.99
Lithuania	€79.99
Luxembourg	€79.99
Malta	€79.99
Netherlands	€79.99
New Zealand	$174.99
Norway	kr879.00
Poland	zł411.99
Portugal	€79.99
Puerto Rico	$79.99
Romania	lei399.99
Slovakia	€79.99
Slovenia	€79.99
Spain	€79.99
Sweden	kr980.00
Switzerland	CHF102.95
United Kingdom	£71.99
United States	$79.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	$0.095
Average CPP	$0.447
Percent Savings with HP Instant Ink color toner service (on average)	78.811%
HP Color LaserJet Pro MFP M479fdw	$0.420
HP Color LaserJet Pro MFP M283fdn	$0.506
HP Color LaserJet Pro MFP M283fdw	$0.506
HP Color LaserJet Pro MFP M282nw	$0.506
HP Color LaserJet Enterprise MFP M480f	$0.420
HP Color LaserJet Pro M454dn	$0.420
HP Color LaserJet Pro M454dw	$0.420
HP Color LaserJet Pro M454nw	$0.420
HP Color LaserJet Enterprise M455dn	$0.420
HP Color LaserJet Enterprise M554dn	$0.348
HP Color LaserJet Pro MFP M183fw	$0.528

Austria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.210
Percent Savings with HP Instant Ink color toner service (on average)	74.630%
HP Color LaserJet Pro MFP M283fdw	€0.219
HP Color LaserJet Pro MFP M479fdn	€0.204
HP Color LaserJet Enterprise M554dn	€0.183
HP Color LaserJet Pro MFP M479fnw	€0.204
HP Color LaserJet Pro MFP M282nw	€0.219
HP Color LaserJet Pro M255dw	€0.219
HP Color LaserJet Pro MFP M283fdn	€0.219

HP Color LaserJet Pro M454dw	€0.204
HP Color LaserJet Pro M454dn	€0.204
HP Color LaserJet Enterprise M555dn	€0.204
HP Color LaserJet Pro MFP M479fdw	€0.204
HP Color LaserJet Pro MFP M479dw	€0.204
HP Color LaserJet Pro MFP M183fw	€0.247

Belgium

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.230
Percent Savings with HP Instant Ink color toner service (on average)	**76.772%**
HP Color LaserJet Pro MFP M283fdw	€0.246
HP Color LaserJet Pro MFP M183fw	€0.261
HP Color LaserJet Pro M255dw	€0.246
HP Color LaserJet Pro MFP M283fdn	€0.246
HP Color LaserJet Pro MFP M479fdn	€0.233
HP Color LaserJet Enterprise M554dn	€0.190
HP Color LaserJet Pro MFP M479fnw	€0.233
HP Color LaserJet Pro MFP M282nw	€0.246
HP Color LaserJet Pro M454dn	€0.233
HP Color LaserJet Pro MFP M479fdw	€0.233
HP Color LaserJet Pro M454dw	€0.233
HP Color LaserJet Pro MFP M479dw	€0.233
HP Color LaserJet Enterprise M555dn	€0.190
HP Color LaserJet Enterprise M555x	€0.190

Bulgaria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	лв0.107
Average CPP	лв0.438
Percent Savings with HP Instant Ink color toner service (on average)	75.649%
HP Color LaserJet Pro MFP M283fdw	лв0.499
HP Color LaserJet Pro MFP M282nw	лв0.499
HP Color LaserJet Pro MFP M283fdn	лв0.499
HP Color LaserJet Pro M255dw	лв0.499
HP Color LaserJet Enterprise M555dn	лв0.369
HP Color LaserJet Pro MFP M479fdn	лв0.409
HP Color LaserJet Pro MFP M479dw	лв0.409
HP Color LaserJet Pro M454dw	лв0.409
HP Color LaserJet Pro MFP M479fdw	лв0.409
HP Color LaserJet Pro M454dn	лв0.409
HP Color LaserJet Pro MFP M479fnw	лв0.409

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	$0.070
Average CPP	$0.283
Percent Savings with HP Instant Ink color toner service (on average)	75.298%
HP Color LaserJet Pro MFP M479dw	$0.269
HP Color LaserJet Pro MFP M283fdn	$0.324
HP Color LaserJet Pro MFP M479fdn	$0.269
HP Color LaserJet Pro MFP M182n	$0.339
HP Color LaserJet Pro M454dn	$0.269
HP Color LaserJet Pro MFP M479fdw	$0.269
HP Color LaserJet Pro M454dw	$0.269
HP Color LaserJet Enterprise M554dn	$0.245
HP Color LaserJet Enterprise MFP M480f	$0.269
HP Color LaserJet Pro M454nw	$0.269
HP Color LaserJet Pro M255dw	$0.324

Croatia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.267
Percent Savings with HP Instant Ink color toner service (on average)	80.034%
HP Color LaserJet Pro MFP M282nw	€0.294
HP Color LaserJet Pro MFP M283fdw	€0.294
HP Color LaserJet Pro M255dw	€0.294
HP Color LaserJet Pro MFP M283fdn	€0.294
HP Color LaserJet Enterprise M554dn	€0.230
HP Color LaserJet Pro MFP M183fw	€0.304
HP Color LaserJet Pro MFP M479fdw	€0.256
HP Color LaserJet Pro MFP M479fnw	€0.256
HP Color LaserJet Pro M454dn	€0.256
HP Color LaserJet Enterprise M555dn	€0.230
HP Color LaserJet Pro MFP M479fdn	€0.256
HP Color LaserJet Pro MFP M479dw	€0.256
HP Color LaserJet Pro M454dw	€0.256

Cyprus

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.231
Percent Savings with HP Instant Ink color toner service (on average)	76.908%
HP Color LaserJet Pro MFP M283fdw	€0.267
HP Color LaserJet Pro M454dn	€0.211
HP Color LaserJet Pro M454dw	€0.211
HP Color LaserJet Pro MFP M283fdn	€0.267
HP Color LaserJet Pro MFP M183fw	€0.282
HP Color LaserJet Pro MFP M282nw	€0.267

HP Color LaserJet Enterprise M555dn	€0.171
HP Color LaserJet Pro MFP M479fdw	€0.211
HP Color LaserJet Pro MFP M479fdn	€0.211
HP Color LaserJet Pro MFP M479dw	€0.211
HP Color LaserJet Pro MFP M479fnw	€0.238

Czech Republic

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	**1.633Kč**
Average CPP	**4.939Kč**
Percent Savings with HP Instant Ink color toner service (on average)	**66.943%**
HP Color LaserJet Pro MFP M283fdw	5.385Kč
HP Color LaserJet Pro MFP M282nw	5.385Kč
HP Color LaserJet Pro MFP M283fdn	5.385Kč
HP Color LaserJet Enterprise M554dn	4.733Kč
HP Color LaserJet Pro M255dw	5.385Kč
HP Color LaserJet Pro MFP M183fw	5.646Kč
HP Color LaserJet Pro M454dn	4.535Kč
HP Color LaserJet Pro MFP M479dw	4.535Kč
HP Color LaserJet Enterprise MFP M480f	4.535Kč
HP Color LaserJet Pro M454dw	4.535Kč
HP Color LaserJet Enterprise M555dn	4.733Kč
HP Color LaserJet Pro MFP M479fdn	4.535Kč
HP Color LaserJet Pro MFP M479fdw	4.535Kč
HP Color LaserJet Pro MFP M479fnw	4.535Kč
HP Color LaserJet Pro M255nw	5.385Kč
HP Color LaserJet Enterprise M455dn	4.535Kč
HP Color LaserJet Pro MFP M182n	5.646Kč

Denmark

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	kr0.513
Average CPP	kr1.281
Percent Savings with HP Instant Ink color toner service (on average)	59.988%
HP Color LaserJet Pro MFP M283fdw	kr1.643
HP Color LaserJet Enterprise M554dn	kr1.284
HP Color LaserJet Pro MFP M282nw	kr1.643
HP Color LaserJet Pro MFP M183fw	kr1.635
HP Color LaserJet Enterprise M555dn	kr1.284
HP Color LaserJet Enterprise MFP M578dn	kr1.284
HP Color LaserJet Pro M255dw	kr1.643
HP Color LaserJet Pro M454dn	kr1.395
HP Color LaserJet Pro MFP M479fdn	kr1.395
HP Color LaserJet Enterprise Flow MFP M578c	kr1.284
HP Color LaserJet Enterprise M652dn	kr0.685
HP Color LaserJet Pro M454dw	kr1.395
HP Color LaserJet Enterprise M555x	kr1.284
HP Color LaserJet Enterprise MFP M681dh	kr0.685
HP Color LaserJet Enterprise Flow MFP M681z	kr0.685
HP Color LaserJet Pro MFP M283fdn	kr1.643
HP Color LaserJet Pro MFP M479fnw	kr1.395
HP Color LaserJet Enterprise M653dn	kr0.685
HP Color LaserJet Enterprise MFP M578f	kr1.284
HP Color LaserJet Pro MFP M479fdw	kr1.395

Estonia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.235
Percent Savings with HP Instant Ink color toner service (on average)	77.303%
HP Color LaserJet Pro MFP M283fdw	€0.296
HP Color LaserJet Pro MFP M282nw	€0.296
HP Color LaserJet Pro MFP M283fdn	€0.296
HP Color LaserJet Pro M454dn	€0.215
HP Color LaserJet Pro M454dw	€0.215
HP Color LaserJet Pro MFP M479fdw	€0.215
HP Color LaserJet Pro MFP M479fdn	€0.215
HP Color LaserJet Enterprise M555dn	€0.201
HP Color LaserJet Pro MFP M479dw	€0.215
HP Color LaserJet Pro MFP M479fnw	€0.215
HP Color LaserJet Enterprise M554dn	€0.203

Finland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.221
Percent Savings with HP Instant Ink color toner service (on average)	75.822%
HP Color LaserJet Pro MFP M282nw	€0.248
HP Color LaserJet Pro M454dn	€0.216
HP Color LaserJet Pro MFP M283fdw	€0.248
HP Color LaserJet Enterprise M554dn	€0.194
HP Color LaserJet Pro MFP M479fdn	€0.216
HP Color LaserJet Pro M454dw	€0.216
HP Color LaserJet Enterprise M555dn	€0.194
HP Color LaserJet Pro MFP M479fdw	€0.216
HP Color LaserJet Pro MFP M479dw	€0.216
HP Color LaserJet Pro MFP M479fnw	€0.216
HP Color LaserJet Pro MFP M283fdn	€0.248

France

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.275
Percent Savings with HP Instant Ink color toner service (on average)	80.583%
HP Color LaserJet Pro MFP M283fdw	€0.301
HP Color LaserJet Pro MFP M282nw	€0.301
HP Color LaserJet Pro MFP M283fdn	€0.301
HP Color LaserJet Pro M454dw	€0.262
HP Color LaserJet Enterprise M555dn	€0.235
HP Color LaserJet Enterprise M554dn	€0.235
HP Color LaserJet Pro MFP M479fdn	€0.262
HP Color LaserJet Pro M454dn	€0.262
HP Color LaserJet Pro MFP M183fw	€0.313
HP Color LaserJet Pro MFP M479fnw	€0.262
HP Color LaserJet Pro M255dw	€0.301
HP Color LaserJet Pro MFP M479fdw	€0.262
HP Color LaserJet Pro MFP M479dw	€0.262
HP Color LaserJet Enterprise MFP M480f	€0.262
HP Color LaserJet Pro M255nw	€0.301

Germany

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.250
Percent Savings with HP Instant Ink color toner service (on average)	78.665%
HP Color LaserJet Pro MFP M283fdw	€0.279
HP Color LaserJet Pro MFP M282nw	€0.279
HP Color LaserJet Pro MFP M479fdn	€0.243
HP Color LaserJet Pro MFP M479fnw	€0.243

HP Color LaserJet Pro MFP M283fdn	€0.279
HP Color LaserJet Pro M255dw	€0.279
HP Color LaserJet Enterprise M554dn	€0.218
HP Color LaserJet Pro MFP M183fw	€0.288
HP Color LaserJet Pro M454dn	€0.243
HP Color LaserJet Pro M454dw	€0.243
HP Color LaserJet Enterprise M555dn	€0.218
HP Color LaserJet Pro MFP M479fdw	€0.243
HP Color LaserJet Enterprise MFP M480f	€0.243
HP Color LaserJet Pro MFP M479dw	€0.243
HP Color LaserJet Pro M255nw	€0.279
HP Color LaserJet Enterprise M455dn	€0.243
HP LaserJet Pro 500 Color MFP M570dn	€0.188

Greece

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	**€0.053**
Average CPP	**€0.250**
Percent Savings with HP Instant Ink color toner service (on average)	**78.633%**
HP Color LaserJet Pro MFP M283fdw	€0.255
HP Color LaserJet Pro M454dn	€0.255
HP Color LaserJet Pro M454dw	€0.255
HP Color LaserJet Pro MFP M283fdn	€0.255
HP Color LaserJet Pro MFP M183fw	€0.255
HP Color LaserJet Pro MFP M282nw	€0.255
HP Color LaserJet Enterprise M555dn	€0.195
HP Color LaserJet Pro MFP M479fdw	€0.255
HP Color LaserJet Pro MFP M479fdn	€0.255
HP Color LaserJet Pro MFP M479dw	€0.255
HP Color LaserJet Pro MFP M479fnw	€0.255

Hungary

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	Ft22.866
Average CPP	Ft87.226
Percent Savings with HP Instant Ink color toner service (on average)	73.785%
HP Color LaserJet Pro MFP M283fdw	Ft96.917
HP Color LaserJet Pro MFP M282nw	Ft96.917
HP Color LaserJet Pro M454dw	Ft84.523
HP Color LaserJet Enterprise M554dn	Ft75.392
HP Color LaserJet Enterprise M555dn	Ft75.392
HP Color LaserJet Pro M255dw	Ft96.917
HP Color LaserJet Pro M454dn	Ft84.523

Ireland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.258
Percent Savings with HP Instant Ink color toner service (on average)	79.368%
HP Color LaserJet Pro MFP M283fdw	€0.287
HP Color LaserJet Pro M255dw	€0.287
HP Color LaserJet Pro MFP M282nw	€0.287
HP Color LaserJet Pro M454dw	€0.243
HP Color LaserJet Pro MFP M479fnw	€0.243
HP Color LaserJet Pro M454dn	€0.243
HP Color LaserJet Pro MFP M479fdn	€0.243
HP Color LaserJet Pro MFP M283fdn	€0.287
HP Color LaserJet Enterprise M554dn	€0.206
HP Color LaserJet Enterprise M555dn	€0.206
HP Color LaserJet Pro M255nw	€0.299
HP Color LaserJet Pro MFP M479dw	€0.243
HP Color LaserJet Pro MFP M479fdw	€0.243
HP Color LaserJet Pro MFP M183fw	€0.299

CUSTOM CONSULTING REPORT

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Color Toner Service[1]

Italy

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.263
Percent Savings with HP Instant Ink color toner service (on average)	79.698%
HP Color LaserJet Pro MFP M479fdw	€0.250
HP Color LaserJet Pro MFP M283fdn	€0.288
HP Color LaserJet Pro MFP M283fdw	€0.288
HP Color LaserJet Pro MFP M282nw	€0.288
HP Color LaserJet Enterprise MFP M480f	€0.250
HP Color LaserJet Pro M454dn	€0.250
HP Color LaserJet Pro M454dw	€0.250
HP Color LaserJet Pro M454nw	€0.250
HP Color LaserJet Enterprise M455dn	€0.250
HP Color LaserJet Enterprise M554dn	€0.224
HP Color LaserJet Pro MFP M183fw	€0.300

Latvia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.196
Percent Savings with HP Instant Ink color toner service (on average)	72.811%
HP Color LaserJet Pro MFP M479fdw	€0.204
HP Color LaserJet Pro MFP M283fdn	€0.244
HP Color LaserJet Pro MFP M283fdw	€0.244
HP Color LaserJet Pro MFP M282nw	€0.244
HP Color LaserJet Enterprise MFP M480f	€0.204
HP Color LaserJet Pro M454dn	€0.204
HP Color LaserJet Pro M454dw	€0.204
HP Color LaserJet Pro M454nw	€0.204
HP Color LaserJet Enterprise M455dn	€0.204
HP Color LaserJet Enterprise M554dn	
Color LaserJet Pro MFP M183fw	€0.201

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Lithuania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.335
Percent Savings with HP Instant Ink color toner service (on average)	84.084%
HP Color LaserJet Pro MFP M479fdw	€0.349
HP Color LaserJet Pro MFP M283fdn	€0.347
HP Color LaserJet Pro MFP M283fdw	€0.347
HP Color LaserJet Pro MFP M282nw	€0.347
HP Color LaserJet Enterprise MFP M480f	€0.349
HP Color LaserJet Pro M454dn	€0.349
HP Color LaserJet Pro M454dw	€0.349
HP Color LaserJet Pro M454nw	€0.347
HP Color LaserJet Enterprise M455dn	€0.349
HP Color LaserJet Enterprise M554dn	€0.254
HP Color LaserJet Pro MFP M183fw	€0.295

Luxemburg

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.291
Percent Savings with HP Instant Ink color toner service (on average)	81.656%
HP Color LaserJet Pro MFP M479fdw	€0.277
HP Color LaserJet Pro MFP M283fdn	€0.319
HP Color LaserJet Pro MFP M283fdw	€0.319
HP Color LaserJet Pro MFP M282nw	€0.319
HP Color LaserJet Enterprise MFP M480f	€0.277
HP Color LaserJet Pro M454dn	€0.277

HP Color LaserJet Pro M454dw	€0.277
HP Color LaserJet Pro M454nw	€0.277
HP Color LaserJet Enterprise M455dn	€0.277
HP Color LaserJet Enterprise M554dn*	€0.243
HP Color LaserJet Pro MFP M183fw	€0.333

*CPP based on HP MSRP

Malta

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.280
Percent Savings with HP Instant Ink color toner service (on average)	80.983%
HP Color LaserJet Pro MFP M283fdw	€0.282
HP Color LaserJet Pro MFP M183fw	€0.288
HP Color LaserJet Enterprise M555dn	€0.377
HP Color LaserJet Enterprise M554dn	€0.377
HP Color LaserJet Pro MFP M282nw	€0.282
HP Color LaserJet Pro MFP M283fdn	€0.282
HP Color LaserJet Pro MFP M479fdn	€0.251
HP Color LaserJet Pro M454dw	€0.251
HP Color LaserJet Pro M454dn	€0.251
HP Color LaserJet Pro M255dw	€0.282
HP Color LaserJet Enterprise MFP M480f	€0.251
HP Color LaserJet Pro MFP M479fnw	€0.251
HP Color LaserJet Pro MFP M479fdw	€0.251
HP Color LaserJet Pro MFP M479dw	€0.251
HP Color LaserJet Pro M255nw	€0.282

Netherlands

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.285
Percent Savings with HP Instant Ink color toner service (on average)	81.283%
HP Color LaserJet Pro MFP M479fdw	€0.264
HP Color LaserJet Pro MFP M283fdn	€0.304
HP Color LaserJet Pro MFP M283fdw	€0.304
HP Color LaserJet Pro MFP M282nw	€0.304
HP Color LaserJet Enterprise MFP M480f	€0.264
HP Color LaserJet Pro M454dn	€0.264
HP Color LaserJet Pro M454dw	€0.264
HP Color LaserJet Pro M454nw	€0.264
HP Color LaserJet Enterprise M455dn	€0.264
HP Color LaserJet Enterprise M554dn	€0.317
HP Color LaserJet Pro MFP M183fw	€0.317

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	$0.117
Average CPP	$0.421
Percent Savings with HP Instant Ink color toner service (on average)	72.308%
HP Color LaserJet Pro MFP M479fdw	$0.383
HP Color LaserJet Pro MFP M283fdn	$0.497
HP Color LaserJet Pro MFP M283fdw	$0.497
HP Color LaserJet Pro MFP M282nw	$0.497
HP Color LaserJet Enterprise MFP M480f	$0.383

HP Color LaserJet Pro M454dn	$0.383
HP Color LaserJet Pro M454dw	$0.383
HP Color LaserJet Pro M454nw	$0.383
HP Color LaserJet Enterprise M455dn	$0.383
HP Color LaserJet Enterprise M554dn*	$0.353

*CPP based on HP MSRP

Norway

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	**kr0.586**
Average CPP	**kr2.417**
Percent Savings with HP Instant Ink color toner service (on average)	**75.757%**
HP Color LaserJet Pro MFP M479fdw	kr2.243
HP Color LaserJet Pro MFP M283fdn	kr2.642
HP Color LaserJet Pro MFP M283fdw	kr2.642
HP Color LaserJet Pro MFP M282nw	kr2.642
HP Color LaserJet Enterprise MFP M480f	kr2.243
HP Color LaserJet Pro M454dn	kr2.243
HP Color LaserJet Pro M454dw	kr2.243
HP Color LaserJet Pro M454nw	kr2.642
HP Color LaserJet Enterprise M455dn	kr2.243
HP Color LaserJet Enterprise M554dn	kr2.016
HP Color LaserJet Pro MFP M183fw	kr2.788

Poland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	zł0.275
Average CPP	zł1.086
Percent Savings with HP Instant Ink color toner service (on average)	74.717%
HP Color LaserJet Pro MFP M283fdw	zł1.305
HP Color LaserJet Pro MFP M282nw	zł1.305
HP Color LaserJet Pro MFP M283fdn	zł1.305
HP Color LaserJet Pro M255dw	zł1.305
HP Color LaserJet Pro MFP M183fw	zł1.071
HP Color LaserJet Enterprise M554dn	zł0.810
HP Color LaserJet Enterprise M555dn	zł0.810
HP Color LaserJet Pro M454dw	zł0.941
HP Color LaserJet Pro M454dn	zł0.941
HP Color LaserJet Pro MFP M182n	zł1.071

Portugal

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.295
Percent Savings with HP Instant Ink color toner service (on average)	81.922%
HP Color LaserJet Pro MFP M479fdw	0.277
HP Color LaserJet Pro MFP M283fdn	0.331
HP Color LaserJet Pro MFP M283fdw	0.331
HP Color LaserJet Pro MFP M282nw	0.331
HP Color LaserJet Enterprise MFP M480f	0.277
HP Color LaserJet Pro M454dn	0.277
HP Color LaserJet Pro M454dw	0.277
HP Color LaserJet Pro M454nw	0.331
HP Color LaserJet Enterprise M455dn	0.277
HP Color LaserJet Enterprise M554dn	0.205
HP Color LaserJet Pro MFP M183fw	0.331

Puerto Rico

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	$0.053
Average CPP	$0.234
Percent Savings with HP Instant Ink color toner service (on average)	77.167%
HP Color LaserJet Pro MFP M479dw	$0.212
HP Color LaserJet Pro MFP M283fdw	$0.248
HP Color LaserJet Pro MFP M182nw	$0.263
HP Color LaserJet Pro MFP M479fdw	$0.212

Romania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	lei0.266
Average CPP	lei0.1.172
Percent Savings with HP Instant Ink color toner service (on average)	77.303%
HP Color LaserJet Pro MFP M479fdw	lei1.098
HP Color LaserJet Pro MFP M283fdn	lei1.251
HP Color LaserJet Pro MFP M283fdw	lei1.251
HP Color LaserJet Pro MFP M282nw	lei1.251
HP Color LaserJet Enterprise MFP M480f	lei1.098
HP Color LaserJet Pro M454dn	lei1.098
HP Color LaserJet Pro M454dw	lei1.098
HP Color LaserJet Pro M454nw	lei1.251
HP Color LaserJet Enterprise M455dn	lei1.098
HP Color LaserJet Enterprise M554dn	lei0.984
HP Color LaserJet Pro MFP M183fw	lei1.412

Slovakia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.236
Percent Savings with HP Instant Ink color toner service (on average)	77.396%
HP Color LaserJet Pro MFP M479fdw	€0.225
HP Color LaserJet Pro MFP M283fdn	€0.259
HP Color LaserJet Pro MFP M283fdw	€0.259
HP Color LaserJet Pro MFP M282nw	€0.259
HP Color LaserJet Enterprise MFP M480f	€0.225
HP Color LaserJet Pro M454dn	€0.225
HP Color LaserJet Pro M454dw	€0.225
HP Color LaserJet Pro M454nw	€0.225
HP Color LaserJet Enterprise M455dn	€0.225
HP Color LaserJet Enterprise M554dn	€0.199
HP Color LaserJet Pro MFP M183fw	€0.269

Slovenia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.053
Average CPP	€0.252
Percent Savings with HP Instant Ink color toner service (on average)	76.206%
HP Color LaserJet Pro MFP M479fdw	€0.250
HP Color LaserJet Pro MFP M283fdn	
HP Color LaserJet Pro MFP M283fdw	
HP Color LaserJet Pro MFP M282nw	
HP Color LaserJet Enterprise MFP M480f	€0.250
HP Color LaserJet Pro M454dn	€0.250
HP Color LaserJet Pro M454dw	€0.250
HP Color LaserJet Pro M454nw	€0.250
HP Color LaserJet Enterprise M455dn	€0.250
HP Color LaserJet Enterprise M554dn	€0.221
HP Color LaserJet Pro MFP M183fw	€0.295

Spain

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	€0.017
Average CPP	€0.051
Percent Savings with HP Instant Ink color toner service (on average)	66.308%
HP Color LaserJet Pro MFP M479fdw	€0.259
HP Color LaserJet Pro MFP M283fdn	€0.300
HP Color LaserJet Pro MFP M283fdw	€0.300
HP Color LaserJet Pro MFP M282nw	€0.300
HP Color LaserJet Enterprise MFP M480f	€0.259
HP Color LaserJet Pro M454dn	€0.259
HP Color LaserJet Pro M454dw	€0.259
HP Color LaserJet Pro M454nw	€0.259
HP Color LaserJet Enterprise M455dn	€0.259
HP Color LaserJet Enterprise M554dn	€0.232
HP Color LaserJet Pro MFP M183fw	€0.312

Sweden

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	kr0.653
Average CPP	kr3.127
Percent Savings with HP Instant Ink color toner service (on average)	79.107%
HP Color LaserJet Pro MFP M479fdw	kr2.968
HP Color LaserJet Pro MFP M283fdn	kr3.461
HP Color LaserJet Pro MFP M283fdw	kr3.461
HP Color LaserJet Pro MFP M282nw	kr3.461
HP Color LaserJet Enterprise MFP M480f	kr2.968
HP Color LaserJet Pro M454dn	kr2.968
HP Color LaserJet Pro M454dw	kr2.968
HP Color LaserJet Pro M454nw	kr2.968
HP Color LaserJet Enterprise M455dn	kr2.968
HP Color LaserJet Enterprise M554dn	kr2.672
HP Color LaserJet Pro MFP M183fw	kr3.533

Switzerland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	CHF0.069
Average CPP	CHF0.266
Percent Savings with HP Instant Ink color toner service (on average)	74.202%
HP Color LaserJet Pro MFP M479fdw	CHF0.254
HP Color LaserJet Pro MFP M283fdn	CHF0.291
HP Color LaserJet Pro MFP M283fdw	CHF0.291
HP Color LaserJet Pro MFP M282nw	CHF0.291
HP Color LaserJet Enterprise MFP M480f	CHF0.254
HP Color LaserJet Pro M454dn	CHF0.254
HP Color LaserJet Pro M454dw	CHF0.254
HP Color LaserJet Pro M454nw	CHF0.254
HP Color LaserJet Enterprise M455dn	CHF0.254
HP Color LaserJet Enterprise M554dn	CHF0.226
HP Color LaserJet Pro MFP M183fw	CHF0.304

United Kingdom

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	£0.048
Average CPP	£0.234
Percent Savings with HP Instant Ink color toner service (on average)	79.763%
HP Color LaserJet Pro MFP M479fdw	£0.226
HP Color LaserJet Pro MFP M283fdn	£0.260
HP Color LaserJet Pro MFP M283fdw	£0.260
HP Color LaserJet Pro MFP M282nw	£0.260
HP Color LaserJet Enterprise MFP M480f	£0.226
HP Color LaserJet Pro M454dn	£0.226
HP Color LaserJet Pro M454dw	£0.226
HP Color LaserJet Pro M454nw	£0.226
HP Color LaserJet Enterprise M455dn	£0.226
HP Color LaserJet Enterprise M554dn	£0.202
HP Color LaserJet Pro MFP M183fw	£0.270

United States

Printer	Total Cost per Page (Local Currency)
HP Instant Ink color toner service	$0.053
Average CPP	$0.230
Percent Savings with HP Instant Ink color toner service (on average)	76.820%
Color LaserJet Pro MFP M283fdw	$0.245
Color LaserJet Pro MFP M479fdw	$0.210
Color LaserJet Pro MFP M479fdn	$0.210
Color LaserJet Pro MFP M283cdw	$0.245
Color LaserJet Pro M454dn	$0.210
Color LaserJet Enterprise M455dn	$0.210
Color LaserJet Pro M454dw	$0.210
Color LaserJet Pro MFP M183fw	$0.259
Color LaserJet Pro MFP M182nw	$0.259
HP Color LaserJet Pro M255dw	$0.245

About Keypoint Intelligence

For 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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