

# HP LaserJet M200: Up to 40% Smaller Volume Than In-Class Competitors<sup>1</sup>

## Objective

In January 2021, Keypoint Intelligence was contracted by HP to conduct a study to determine if the HP LaserJet M200 is the smallest mono laser device in-class by volume<sup>1</sup>.

Using HP's stated dimensions of 368 mm x 298.62 mm x 241.9 mm (W x D x H), which yield a total volume of 26,582,914 mm<sup>3</sup>, Keypoint Intelligence analysts determined that, based on available specification data for in-class flatbed laser models in North America and EMEA, no other models priced less than or equal to \$310 for North America or 320€ for Europe retail as of this date are smaller than HP LaserJet M200. Based on publicly available information, Keypoint Intelligence analysts proved the HP devices to have a volume 40% smaller than other models in-class<sup>1</sup>.

<sup>1</sup>Compared to in-class monochrome duplex laser MFPs less than \$310 USD or 320€ with a published max monthly duty cycle of 20,000 or lower. Claim only applies to flatbed models. Keypoint Intelligence February 2021 study commissioned by HP, based on a research survey OEM published specifications publicly available information as of 02/02/2021. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q3 for North America and EMEA. For details, please see: [keypointintelligence.com/HPLaserJetM200](https://keypointintelligence.com/HPLaserJetM200).

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## Methodology & Findings

Using Keypoint Intelligence's extensive product database containing information on over 30,000 printers and MFPs worldwide, as well as publicly available specification information, the Keypoint Intelligence research team compiled product dimensions for in-class models (based on IDC segmentation) and calculated the overall volume (obtained by multiplying width by depth by height).

<sup>1</sup>Compared to in-class monochrome duplex laser MFPs less than \$310 USD or 320€ with a published max monthly duty cycle of 20,000 or lower. Claim only applies to flatbed models. Keypoint Intelligence February 2021 study commissioned by HP, based on a research survey OEM published specifications publicly available information as of 02/02/2021. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q3 for North America and EMEA. For details, please see: [keypointintelligence.com/HPLaserJetM200](https://keypointintelligence.com/HPLaserJetM200).

## SUPPORTING DATA TABLES

### North America Models Included in the Sample (Smallest to Largest)

Vendor	Model Name	Height (mm)	Width (mm)	Depth (mm)	Volume (mm <sup>3</sup> )
HP	LaserJet M200 MFP series	368	298.62	241.90	26,582,914
Brother	HL-L2390DW	408.94	398.78	271.78	44,321,092
Brother	DCP-L2550DW	408.94	398.78	317.50	51,776,977

### European Models Included in the Sample (Smallest to Largest)

Vendor	Model Name	Height (mm)	Width (mm)	Depth (mm)	Volume (mm <sup>3</sup> )
Brother	DCP-L2530DW	410	272.00	398.5	44,440,720
Brother	DCP-L2510D	410	272.00	398.5	44,440,720
Brother	DCP-L2532DW	410	272.00	398.5	44,440,720
Brother	DCP-L2512D	410	272.00	398.5	44,440,720
Brother	DCP-L2550DN	410	398.50	318.5	52,038,123
Brother	DCP-L2550DW	408.94	398.78	317.50	51,776,977

## 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.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit [www.keypointintelligence.com](http://www.keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com)