

SEPTEMBER 2018

## HP Color Laser 150 printer series and HP Color Laser 170 MFP series have smallest in-class footprint, and are world's smallest in-class color laser printers<sup>1</sup>



### HP Color Laser 150 printer series and Color Laser 170 MFP series

In September 2018, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the new HP color laser printer and MFP products launching worldwide in Spring 2019, the HP Color Laser 150 printer series and HP Color Laser 170 MFP series, have “the smallest in-class footprint” compared to the majority of available personal color laser printers and MFPs. Using HP’s stated dimensions (8.3 inches x 15 inches x 12.2 inches for the HP Color Laser 150 printer, 11.4 inches x 16 inches x 14.3 inches for the HP Color Laser 178 MFP, and 13.2 inches x 16 inches x 14.3 inches for the HP Color Laser 179 MFP; H x W x D), Buyers Lab analysts have determined that, based on available specification data for laser models worldwide, the new HP Color Laser 150 printer and Color Laser 170 MFP series models are the smallest in-class laser models.

<sup>1</sup> Smallest in-class footprint compared only to dimensions of majority of worldwide competing personal color laser printers (defined as non-discontinued color laser printers ≤\$200 USD and color laser MFPs ≤\$300 USD); HP internal research of printer manufacturers’ published specifications as of Sept 4, 2018 and Keypoint Intelligence-Buyers Lab 2018 study commissioned by HP. Market share as reported by IDC CYQ2 2018 Hardcopy Peripherals Tracker. Footprint for HP Color Laser 150 printer series is 183 square inches, for HP Color Laser 170 MFP series is 228.8 square inches. For details, see [keypointintelligence.com/HPColorLaser](http://keypointintelligence.com/HPColorLaser).

## 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.

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 non-discontinued color laser printers  $\leq$ \$200 USD and color laser MFPs  $\leq$ \$300 USD) and calculated the total footprint area (obtained by multiplying the claimed width x 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 Color Laser 150 printer Series (Smallest to Largest)

| Vendor         | Model Name                            | Height (in) | Width (in) | Depth (in)  | Footprint Area (sq in) |
|----------------|---------------------------------------|-------------|------------|-------------|------------------------|
| <b>HP Inc.</b> | <b>Color Laser 150 printer series</b> | <b>8.3</b>  | <b>15</b>  | <b>12.2</b> | <b>183.00</b>          |
| Xerox Group    | DocuPrint CP115w                      | 9.2         | 15.5       | 12          | 186.00                 |
| Xerox Group    | DocuPrint CP116w                      | 9.2         | 15.5       | 12          | 186.00                 |
| Xerox Group    | Phaser 6020BI                         | 9.2         | 15.5       | 12          | 186.00                 |
| Xerox Group    | DocuPrint CP225w                      | 9.7         | 15.6       | 15.7        | 244.92                 |
| Xerox Group    | Phaser 6022NI                         | 9.7         | 15.6       | 15.7        | 244.92                 |
| Canon Group    | i-SENSYS LBP-7010C                    | 8.8         | 15.8       | 15.7        | 248.06                 |
| Canon Group    | i-SENSYS LBP-7018C                    | 8.8         | 15.8       | 15.7        | 248.06                 |
| Canon Group    | LBP7018C                              | 8.8         | 15.8       | 15.7        | 248.06                 |
| Kyocera Group  | ECOSYS P5021CDN                       | 13          | 16.1       | 16.1        | 259.21                 |
| Kyocera Group  | ECOSYS P5021CDW                       | 12.9        | 16.2       | 16.2        | 262.44                 |
| Kyocera Group  | ECOSYS P5026CDW                       | 12.9        | 16.2       | 16.2        | 262.44                 |
| Ricoh Group    | Aficio SP C240DN                      | 12.6        | 15.7       | 17.7        | 277.89                 |
| Ricoh Group    | Aficio SP C250DN                      | 12.6        | 15.7       | 17.7        | 277.89                 |
| Ricoh Group    | SP C260DNw                            | 12.6        | 15.7       | 17.7        | 277.89                 |
| Lexmark        | CS310dn                               | 11.5        | 17.4       | 16          | 278.40                 |
| Lexmark        | CS310n                                | 11.5        | 17.4       | 16          | 278.40                 |
| Lexmark        | CS317dn                               | 11.5        | 17.4       | 16          | 278.40                 |
| Lexmark        | CS410dn                               | 11.5        | 17.4       | 16          | 278.40                 |

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| Lexmark        | CS410n                                | 11.5        | 17.4       | 16          | 278.40                 |
| Lexmark        | CS417dn                               | 11.5        | 17.4       | 16          | 278.40                 |
| Canon Group    | LBP611Cn                              | 10.8        | 17         | 16.5        | 280.50                 |
| Canon Group    | LBP612Cdw                             | 10.8        | 17         | 16.5        | 280.50                 |
| Canon Group    | LBP613Cdw                             | 10.8        | 17         | 16.5        | 280.50                 |
| Brother        | HL-3140CW                             | 9.4         | 16.1       | 18.3        | 294.63                 |
| Brother        | HL-3150CDN                            | 9.4         | 16.1       | 18.3        | 294.63                 |
| Brother        | HL-3150CDW                            | 9.4         | 16.1       | 18.3        | 294.63                 |
| Brother        | HL-3170CDW                            | 9.4         | 16.1       | 18.3        | 294.63                 |
| Brother        | HL-4140CN                             | 12.3        | 16.1       | 19.1        | 307.51                 |
| Brother        | HL-L8250CDN                           | 12.3        | 16.1       | 19.1        | 307.51                 |
| Xerox Group    | DocuPrint CP315 dw                    | 13.7        | 16.5       | 18.9        | 311.85                 |
| Xerox Group    | Phaser 6510N                          | 13.7        | 16.5       | 19          | 313.50                 |
| OKI            | C301dn                                | 9.5         | 16.1       | 19.8        | 318.78                 |
| OKI            | C332dn                                | 9.5         | 16.1       | 19.8        | 318.78                 |
| OKI            | C511dn                                | 9.5         | 16.1       | 19.8        | 318.78                 |
| Xerox Group    | Phaser 8560                           | 14.5        | 16         | 21          | 336.00                 |
| Lexmark        | CS720de                               | 16.4        | 18.7       | 19.7        | 368.39                 |

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## Models Included in the Sample versus HP Color Laser 170 MFP Series (Smallest to Largest)

| Vendor        | Model Name          | Height (in) | Width (in) | Depth (in) | Footprint Area (sq in) |
|---------------|---------------------|-------------|------------|------------|------------------------|
| HP Inc.       | Color Laser 178 MFP | 11.4        | 16         | 14.3       | 228.8                  |
| HP Inc.       | Color Laser 179 MFP | 13.2        | 16         | 14.3       | 228.8                  |
| Xerox Group   | DocuPrint CM115W    | 12.5        | 16.1       | 15.3       | 246.33                 |
| Xerox Group   | WorkCentre 6025BI   | 12.5        | 16.1       | 15.3       | 246.33                 |
| Kyocera Group | ECOSYS M5521CDN     | 19.5        | 16.4       | 16.9       | 277.16                 |
| Kyocera Group | ECOSYS M5521CDW     | 19.5        | 16.4       | 16.9       | 277.16                 |
| Xerox Group   | DocuPrint CM225 fw  | 15.3        | 16.1       | 17.3       | 278.53                 |
| Xerox Group   | DocuPrint CM225w    | 15.3        | 16.1       | 17.3       | 278.53                 |
| Brother       | DCP-9015CDW         | 14.5        | 16.1       | 19         | 305.90                 |
| Brother       | DCP-9020CDN         | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | DCP-9020CDW         | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | HL-3180CDW          | 14.4        | 16.1       | 19         | 305.90                 |
| Brother       | MFC-9130CW          | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | MFC-9140CDN         | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | MFC-9330CDW         | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | MFC-9335CDW         | 16.1        | 16.1       | 19         | 305.90                 |
| Brother       | MFC-9340CDW         | 16.1        | 16.1       | 19         | 305.90                 |
| Ricoh Group   | SP C261SFNW         | 18.1        | 16.5       | 19.4       | 320.10                 |
| Brother       | MFC-L3770CDW        | 16.3        | 16.1       | 20         | 322.00                 |
| Canon Group   | imageCLASS MF632Cdw | 15.7        | 17.8       | 18.1       | 322.18                 |

## Custom Research Report

| Vendor      | Model Name          | Height (in) | Width (in) | Depth (in) | Footprint Area (sq in) |
|-------------|---------------------|-------------|------------|------------|------------------------|
| HP Inc.     | Color Laser 178 MFP | 11.4        | 16         | 14.3       | 228.8                  |
| HP Inc.     | Color Laser 179 MFP | 13.2        | 16         | 14.3       | 228.8                  |
| Canon Group | imageCLASS MF634Cdw | 15.7        | 17.8       | 18.1       | 322.18                 |
| Canon Group | i-SENSYS MF631Cn    | 13.7        | 17.8       | 18.1       | 322.18                 |
| Canon Group | i-SENSYS MF633Cdw   | 15.7        | 17.8       | 18.1       | 322.18                 |
| Canon Group | i-SENSYS MF635Cx    | 15.7        | 17.8       | 18.1       | 322.18                 |
| Canon Group | i-SENSYS MF628Cw    | 16.9        | 16.9       | 19.1       | 322.79                 |
| OKI         | MC362dn             | 17.5        | 16.8       | 20         | 336.00                 |
| OKI         | MC362w              | 17.5        | 16.8       | 20         | 336.00                 |
| OKI         | MC363dn             | 17.5        | 16.8       | 20         | 336.00                 |
| Panasonic   | KX-MC6020           | 21.5        | 20.5       | 17.2       | 352.60                 |
| Lexmark     | CX310dn             | 18.4        | 17.5       | 22         | 385.00                 |
| Lexmark     | CX317dn             | 18.4        | 17.5       | 22         | 385.00                 |
| Epson       | AcuLaser CX37DN     | 19.3        | 17.6       | 22         | 387.20                 |

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### **ABOUT KEYPOINT INTELLIGENCE - BUYERS LAB**

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Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased 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 information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of exhaustive hands on testing in Buyers Lab's U.S. and UK laboratories, the company has been the leading source 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 (including toner, ink, fusers, and photoconductors), solutions evaluations, and imaging media runnability testing.

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