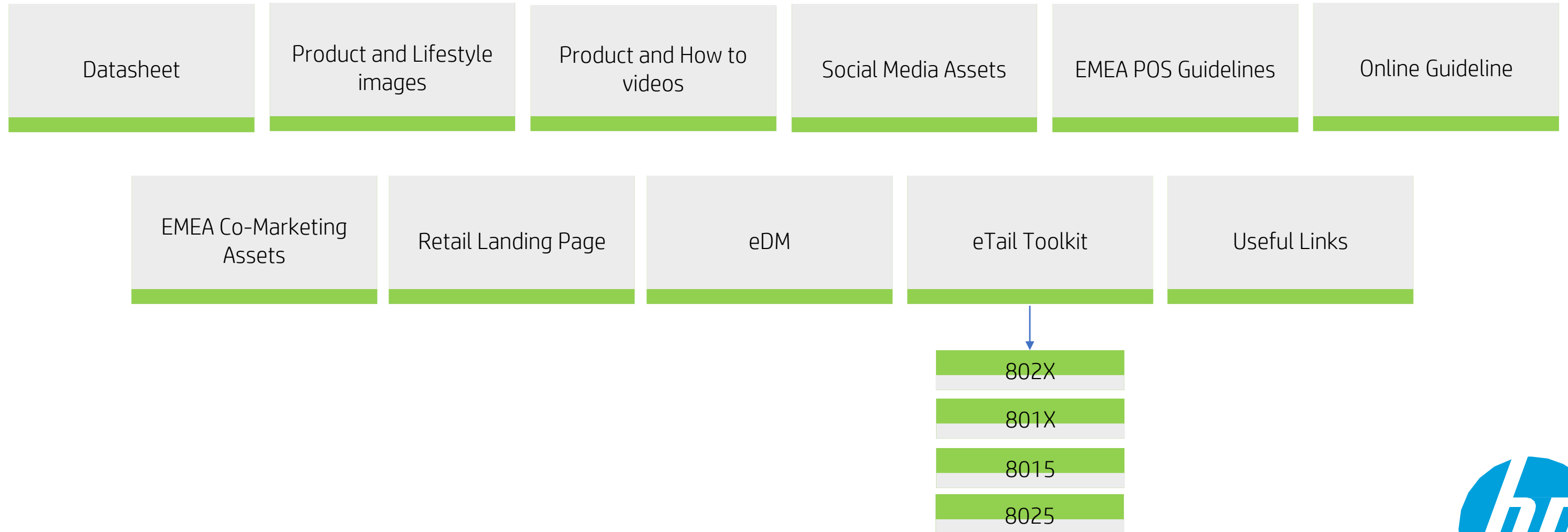


EMEA HP OfficeJetPro 8000 series POS & ONLINE Assets NPI toolkit



Assets @ a glance for HP OfficeJet Pro 8000 series



Datasheet

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Product and Lifestyle images

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Product and Lifestyle images

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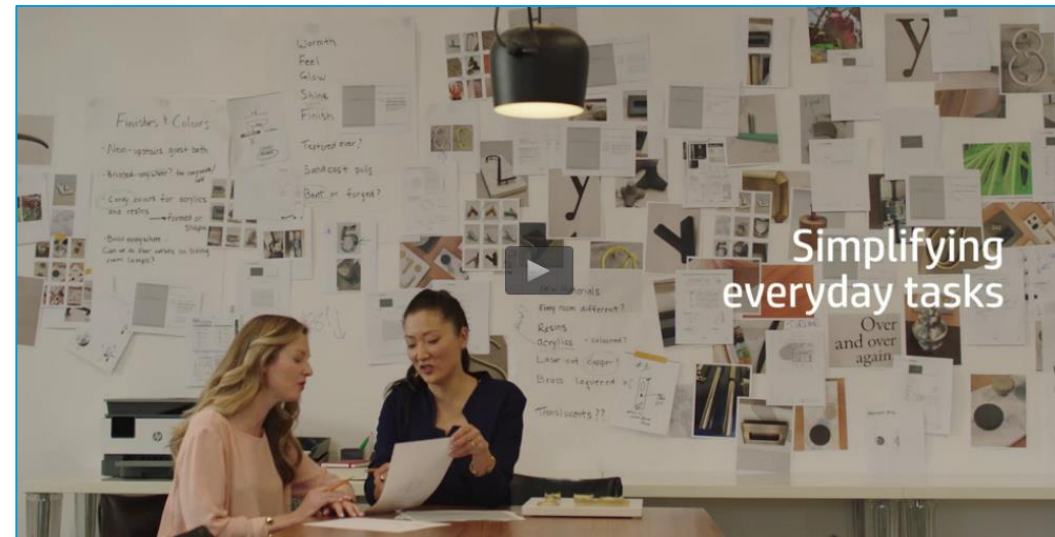


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Product and How to videos

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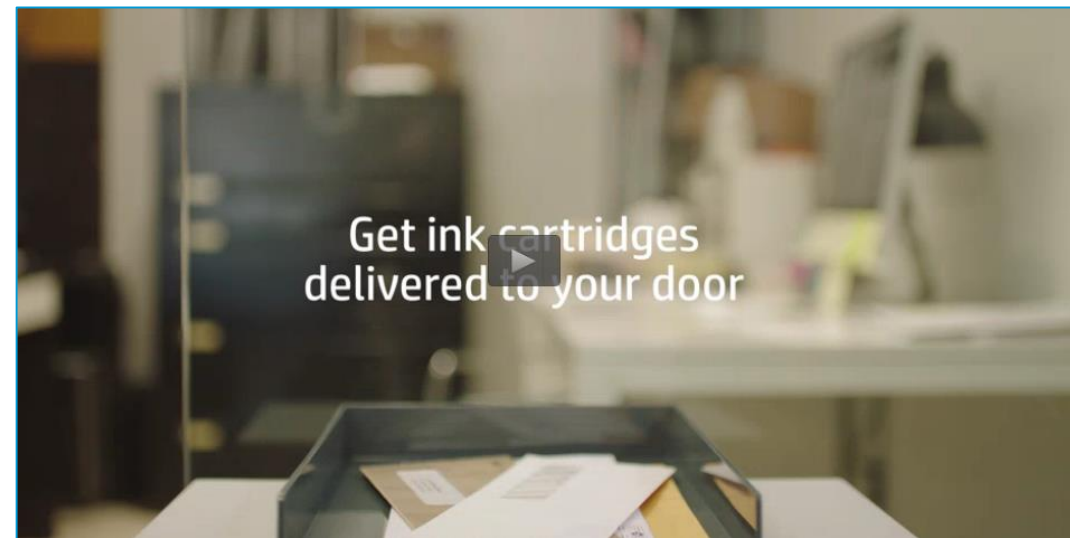
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Product and How to videos

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Social Media Assets

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 **HP WW (Staging Account)**
February 7 at 12:00 am · 🌐

Simplify your paperwork with the HP OfficeJet Pro. Scan multiple docs, share them with contacts or save them for later.




A printer that securely connects to the cloud?


Like Comment Share

PIA

[Link](#)

 **HP WW (Staging Account)**
February 6 at 12:00 am · 🌐

Simplified workflow, maximized time. Scan and edit docs with Smart Tasks, then print remotely to your HP OfficeJet Pro.



A printer that helps work flow?

Like Comment Share

Casson Hardware

[Link](#)

 **HP WW (Staging Account)**
February 5 at 12:00 am · 🌐

Work quickly, easily and on the go with your HP OfficeJet Pro and Smart Tasks.



A printer that lets you edit documents?

Like Comment Share

Machine

[Link](#)

 **HP WW (Staging Account)**
Sponsored · 🌐

The HP OfficeJet Pro simplifies tasks and solves problems, so you stay smart and productive.



YES

Smartest in small business produ...
Reinvented HP OfficeJet Pro
hp.com/officejetpro [Learn More](#)

Like Comment Share

Tequila 512

[Link](#)

 **HP WW (Staging Account)**
February 4 at 12:00 am · 🌐

Process expenses in record time with the HP OfficeJet Pro and Smart Tasks.



A printer that does expenses?

Like Comment Share

Altitudes

[Link](#)



EMEA Online Guidelines

Back to TOC

Product walkaround

Lifestyle with dimensions

Desktop dynamic hot button

- 1st one always Instant Ink for Instant Ink countries
- Follow KSP order from datasheet

At a glance

Product video

- Long version one – 60sec

How to use video ?

- EMEA Recommendation HP Smart Tasks



HP OfficeJet Pro 8012 All-in-one wireless printer, Print, Scan, Copy from your phone, Instant Ink ready and voice activated (works with Alexa and Google Assistant)



- 3 years warranty upon registration
- 2 months Instant Ink free trial
- Print, scan, copy
- ISO (laser comparable speed): Up to 18 ppm black, 10 ppm colour
- 225 sheet input tray
- Help save time with Smart Tasks by using HP Smart App
- 5.58 cm (2.2 in) Capacitive Touchscreen MGD
- **Save up to 70% on ink with HP Instant Ink:** HP Instant Ink is a new service for buying ink that saves up to 70% on the cost of ink cartridges and you get it delivered to your door. The printer automatically orders ink for you so you never run out.
- **Designed to save your time:** eliminate steps in repetitive tasks with Smart Tasks.[1] Scan to the cloud, email, and more—in just a tap. Even create editable, searchable documents from your phone or printer.[1]
- **Freedom to work anywhere:** get work done wherever, whenever, and easily print, scan, and copy from your phone, using the best-in-class mobile print app: HP Smart.[7]
- **Enhanced security, reliable connections:** Get best-in-class security[3] to help maintain privacy and control, and self-healing Wi-Fi® that helps keep you connected.[2]

Title

- Instant Ink to be mentioned for Instant Ink countries
- **!/Voice – ONLY FOR UK /!**

Highlights from datasheet

KSP from Datasheet

- 1st one always Instant Ink for Instant Ink countries

Note

- All the localized content is available in this NPI Toolkit



EMEA POS Guidelines

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End Cap example of implementation



The printer has to be showcased at least with a wobbler placed next to the printer



Best in class implementation with Basic shelftray: Shelftray + Wobbler + Sticker



With basic shelftray



With premium/digital shelftray



Basic shelftray has to be place with a wobbler next to the printer



No need of wobbler, sticker recommended for the Premium/Digital shelftray



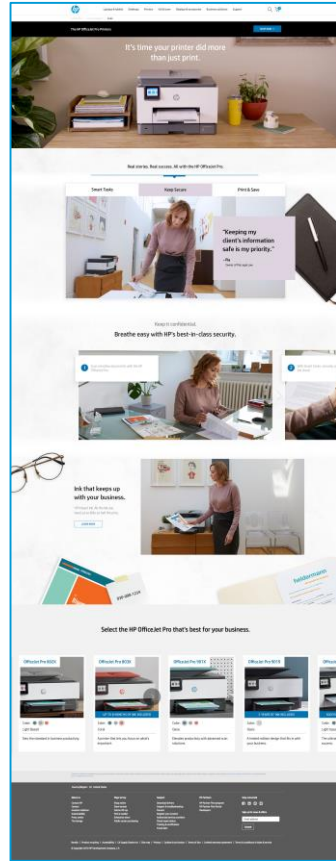
Interactive digital instore Tablet

- Fit within the scanned cling or next to the printer
- Dedicated for Top account/Top Stores
- Good wi-fi connection, electricity available at the shelf
- Promoter to set-up (guide to be provided)

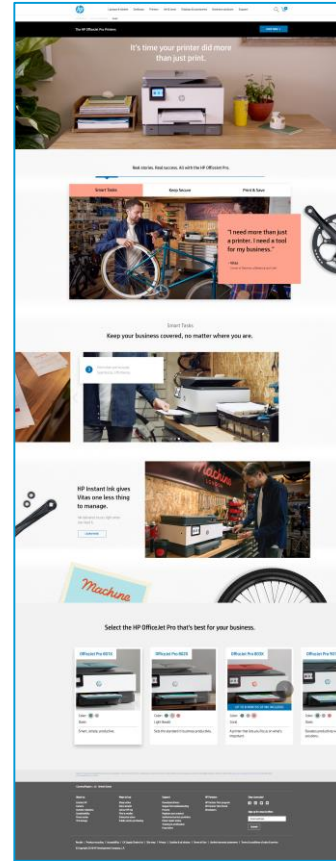


Retail Landing Page

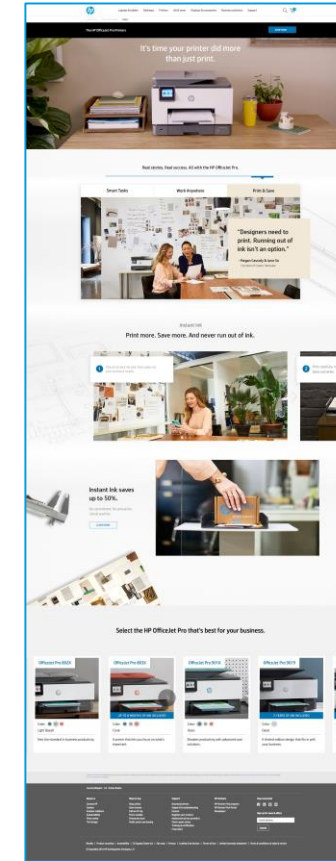
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OfficeJet Desktop PiaLegal Prep



OfficeJet Desktop Machine Prep



OfficeJet Desktop Casson InstantInk Prep

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Co-Marketing Assets

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The HP OfficeJet Pro

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Consideration

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The HP OfficeJet Pro

Lorem ipsum dolor sit amet
consectetur adipiscing

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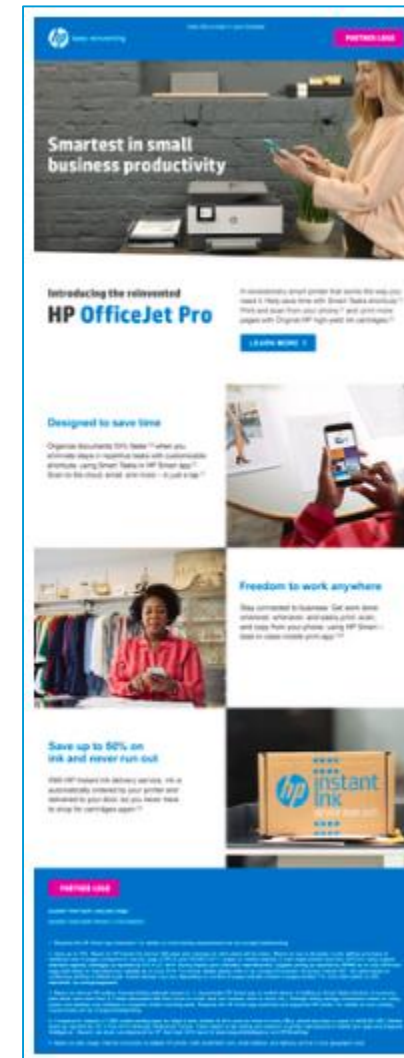
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Non-Instant Ink version

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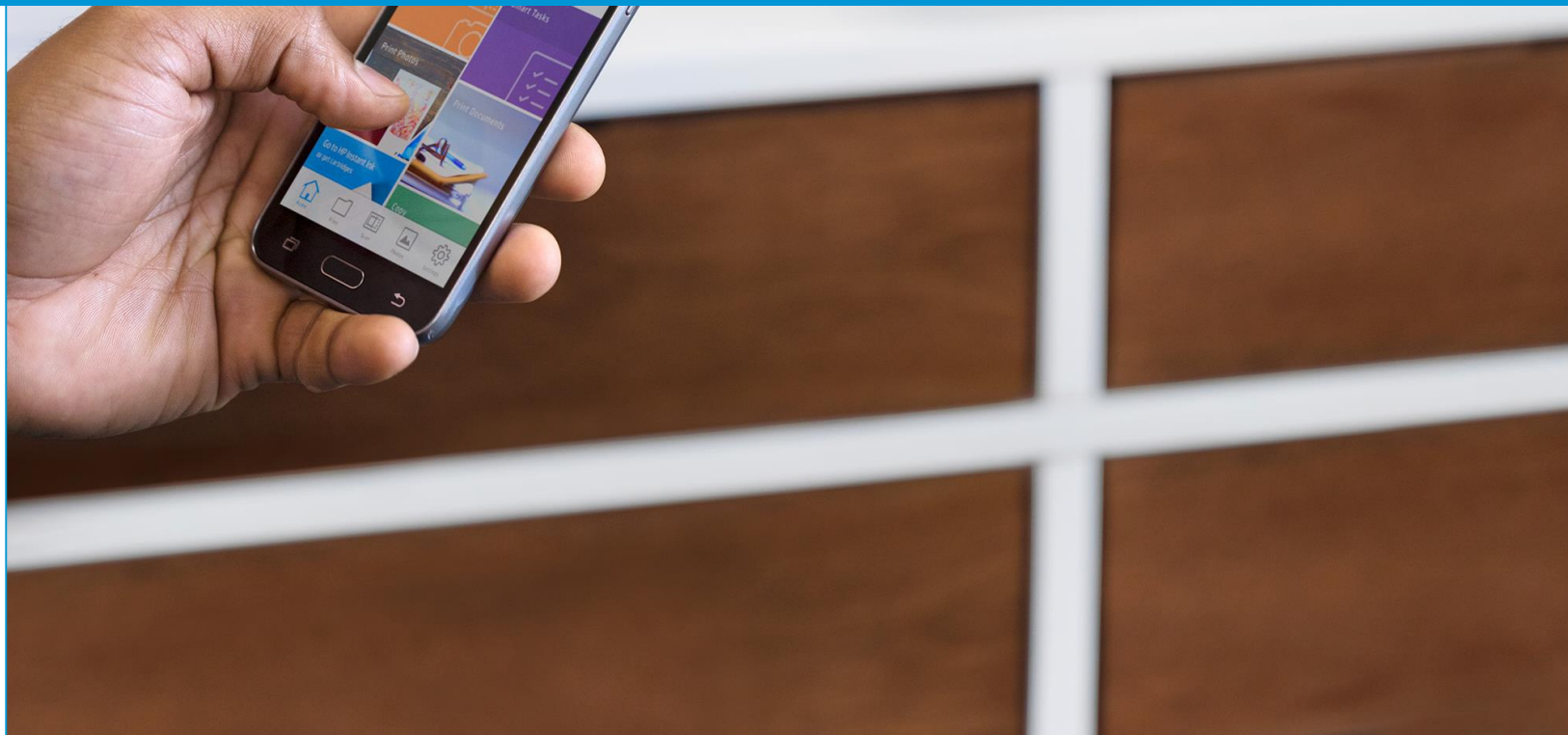
eTail Toolkits





HP OfficeJet Pro 802X All-in-One

eTail Toolkit – EMEA Region



Assets @ a glance for HP OfficeJet Pro 802x

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Above the fold assets

Product Carousel

Product Walk Around

Lifestyle with
dimensions

Dynamic Hot Button

At a glance

Below the fold assets

Hero Banners

KSP Modules

Hot Spot

At a glance



HP OfficeJet Pro 802x All-in-One Product Carousel

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HP OfficeJet Pro 802x All-in-One Product Walk Around

Back to TOC

New!

- 35-page automatic document feeder
- Best in-class security
- Remote print and scan with HP Smart app
- Self-healing Wi-Fi
- 225-sheet input tray
- Customizable Smart Tasks to save time
- Voice-activated printing

WORKS WITH alexa | works with the Google Assistant

hp instant Ink Business

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HP OfficeJet Pro 802x All-in-One

Lifestyle with dimension

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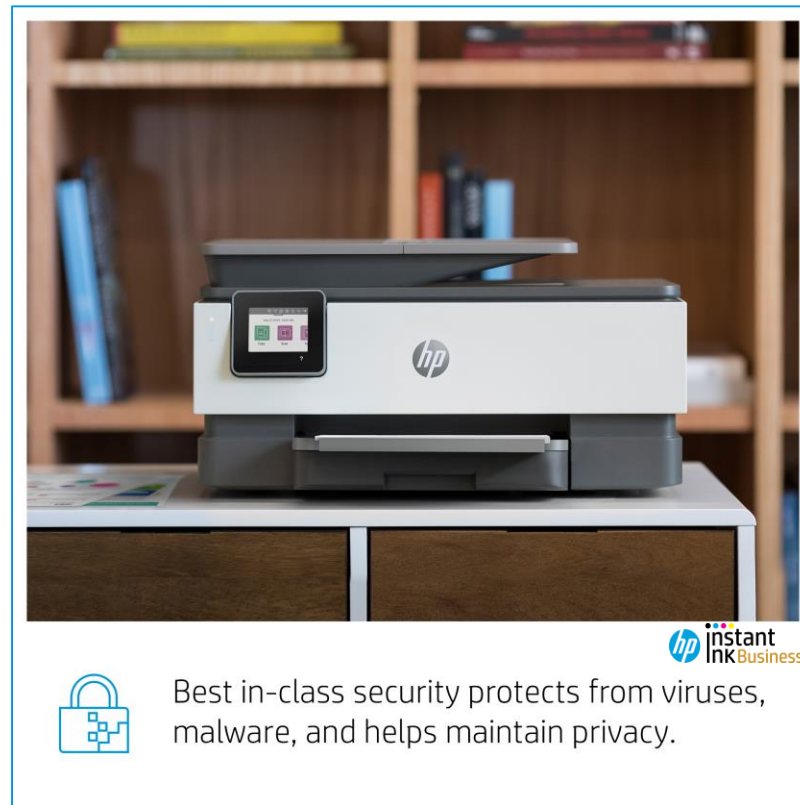


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Dynamic Hot Button

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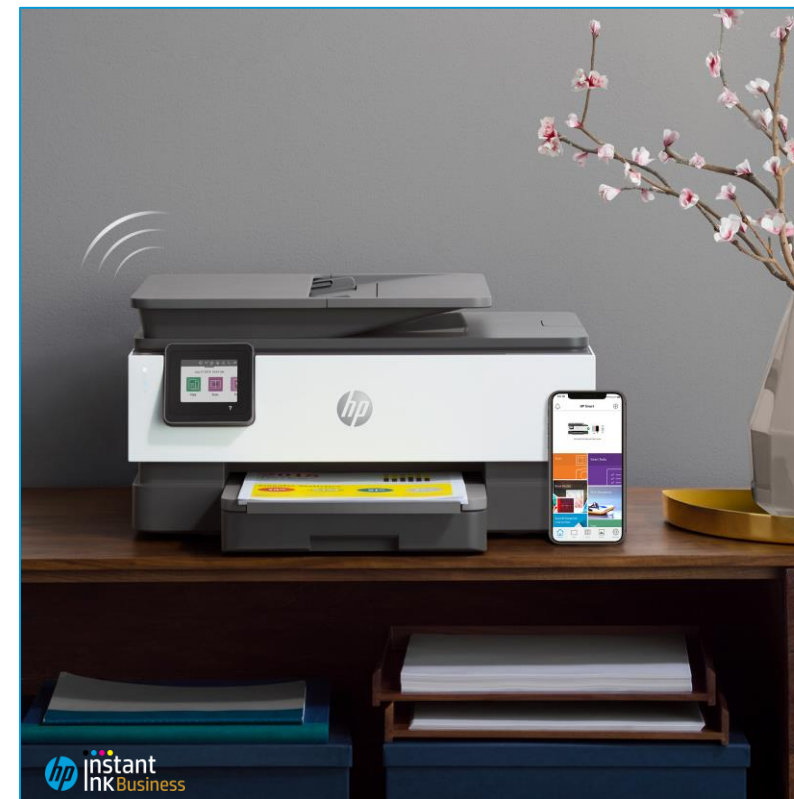
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HP OfficeJet Pro 802x All-in-One


At a glance

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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Print from smartphone and tablet
- Made from recycled plastic—up to 15%



HP OfficeJet Pro 8020

Highlighted features

- HP Smart Tasks**
Digitize and organize business documents. Even create editable, searchable documents, scanning from your phone or printer.
- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Voice-activated printing**
Works with alexa and Google Assistant.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Colour touch screen
- Optional HP high-yield cartridges
- Automatic 2-sided copy and scan
- Easy slide off glass
- Second paper tray
- USB image print/scan
- Included
- Not included

Available in this Language

WE: GB



HP OfficeJet Pro 802x All-in-One


At a glance

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HP OfficeJet Pro 802x All-in-One


At a glance

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HP OfficeJet Pro 802x All-in-One Hero Banners

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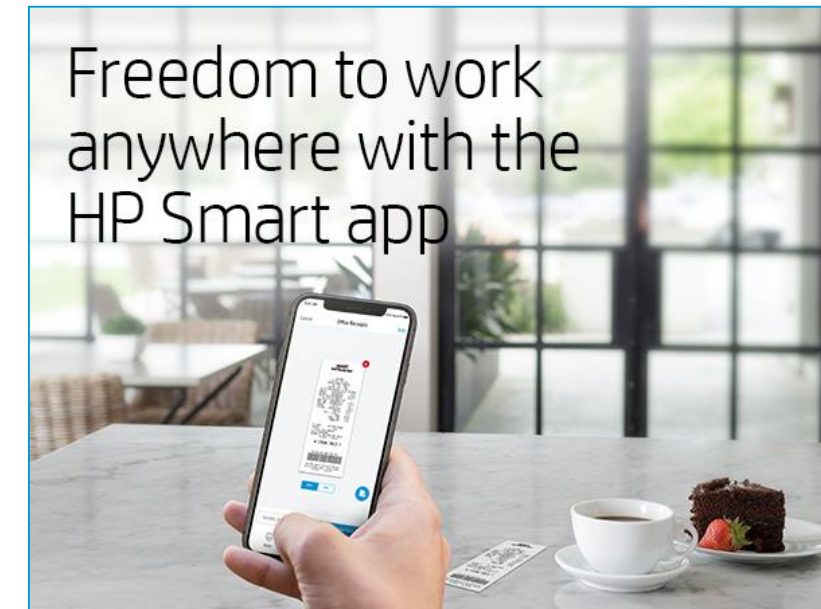
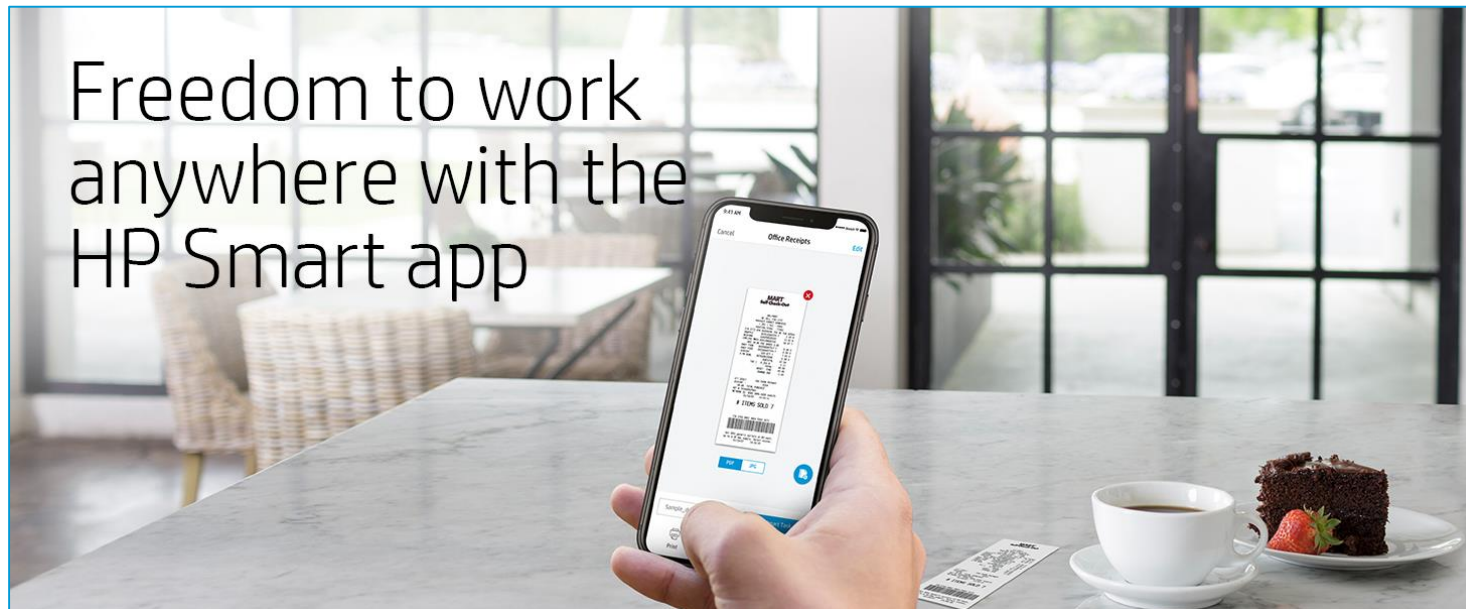
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HP OfficeJet Pro 802x All-in-One KSP Module

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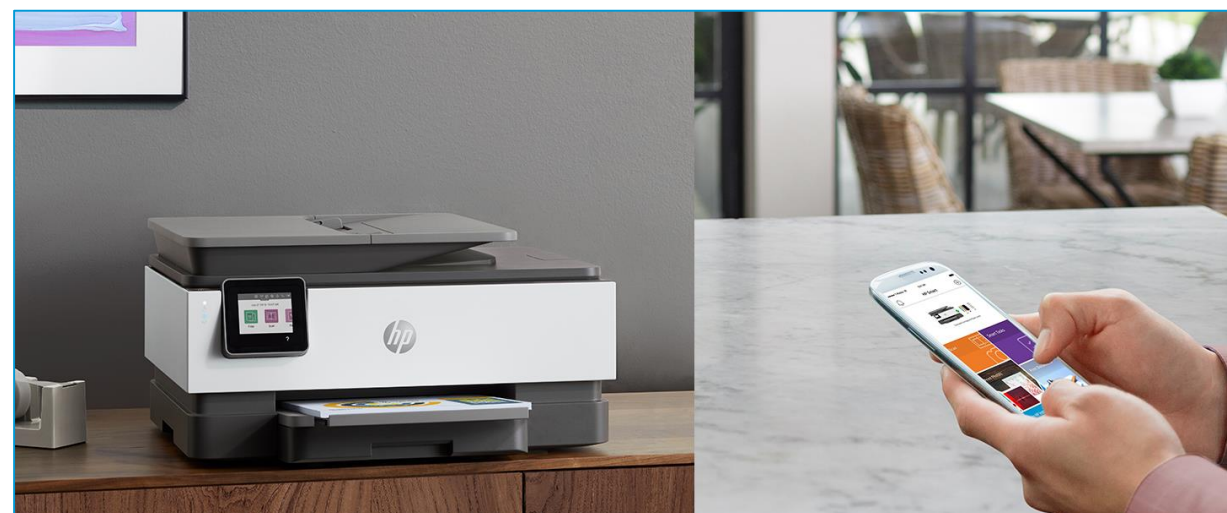
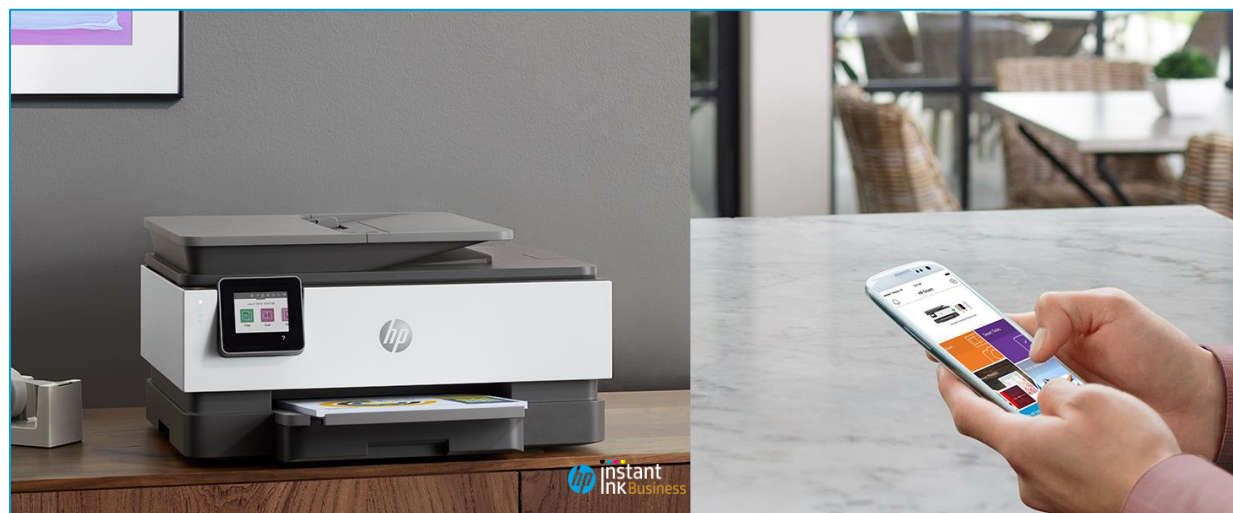


HP OfficeJet Pro 802x All-in-One

Hot Spot – Desktop

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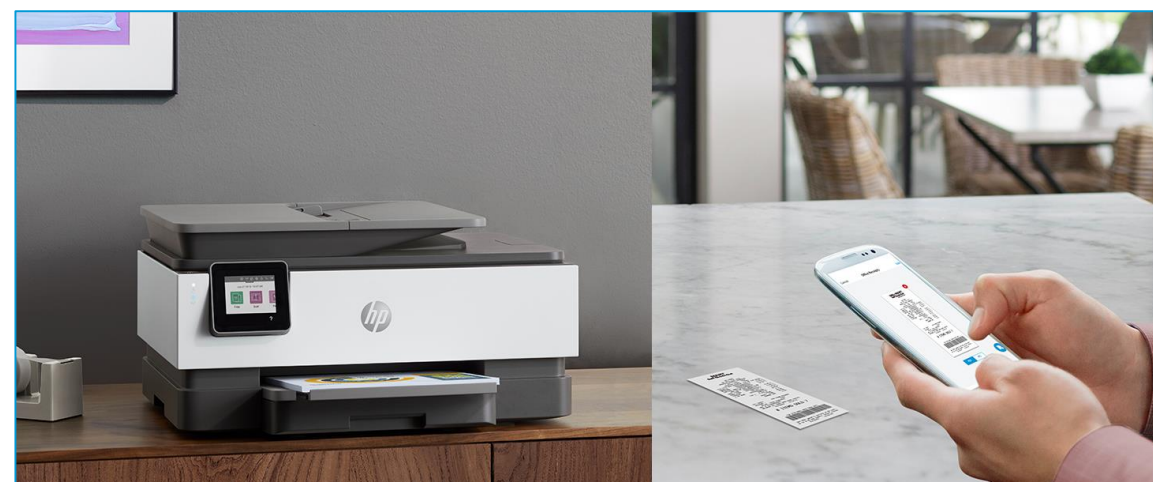


HP OfficeJet Pro 802x All-in-One

Hot Spot – Desktop

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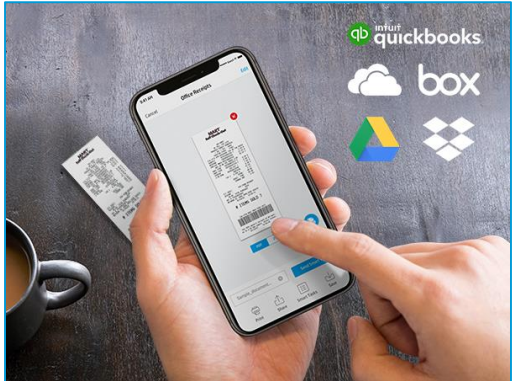
Hot Spot – Mobile

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Freedom to work anywhere



Save time with Smart Tasks



Voice-enabled printing



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Hot Spot – Mobile

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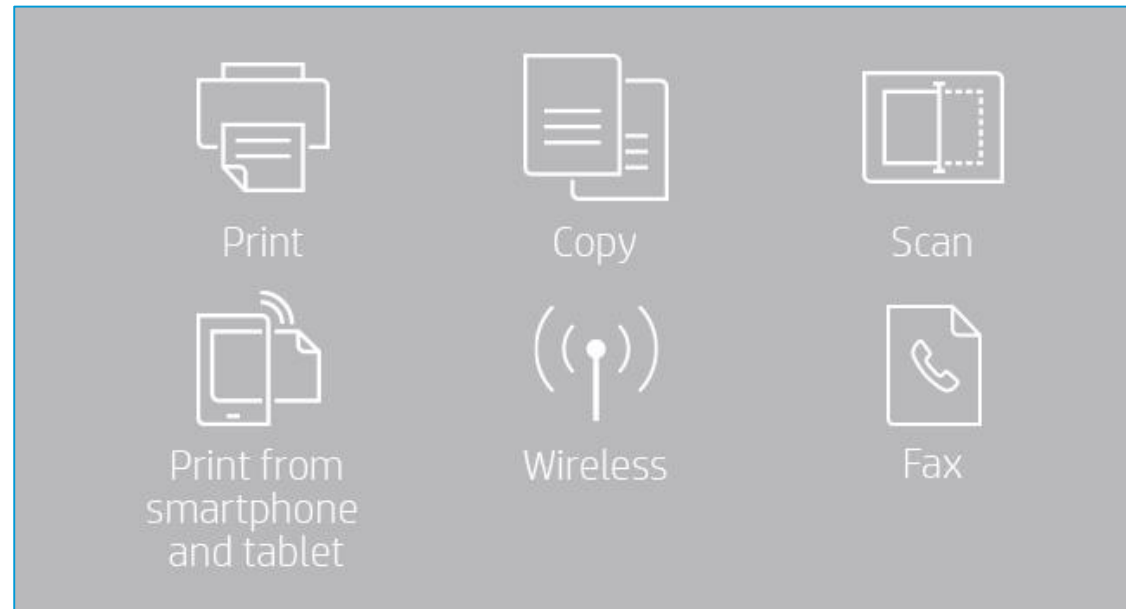
Keep connected with self-healing Wi-Fi



HP OfficeJet Pro 802x All-in-One

At a glance

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<input checked="" type="checkbox"/>	Colour touch screen	
<input checked="" type="checkbox"/>	Optional HP high-yield cartridges	
<input type="checkbox"/>	Automatic 2-sided copy and scan	
<input type="checkbox"/>	Easy slide off glass	
<input type="checkbox"/>	Second paper tray	<input checked="" type="checkbox"/> Included
<input type="checkbox"/>	USB image print/scan	<input type="checkbox"/> Not included

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HP OfficeJet Pro 801X All-in-One

eTail Toolkit – EMEA Region



Assets @ a glance for HP OfficeJet Pro 801x

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Product Carousel

Product Walk Around

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dimensions

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At a glance

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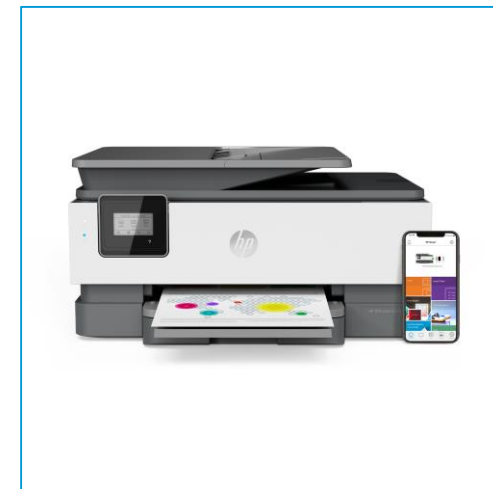
At a glance



HP OfficeJet Pro 801x All-in-One Product Carousel

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HP OfficeJet Pro 801x All-in-One Product Walk Around

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HP OfficeJet Pro 801x All-in-One

Lifestyle with dimension

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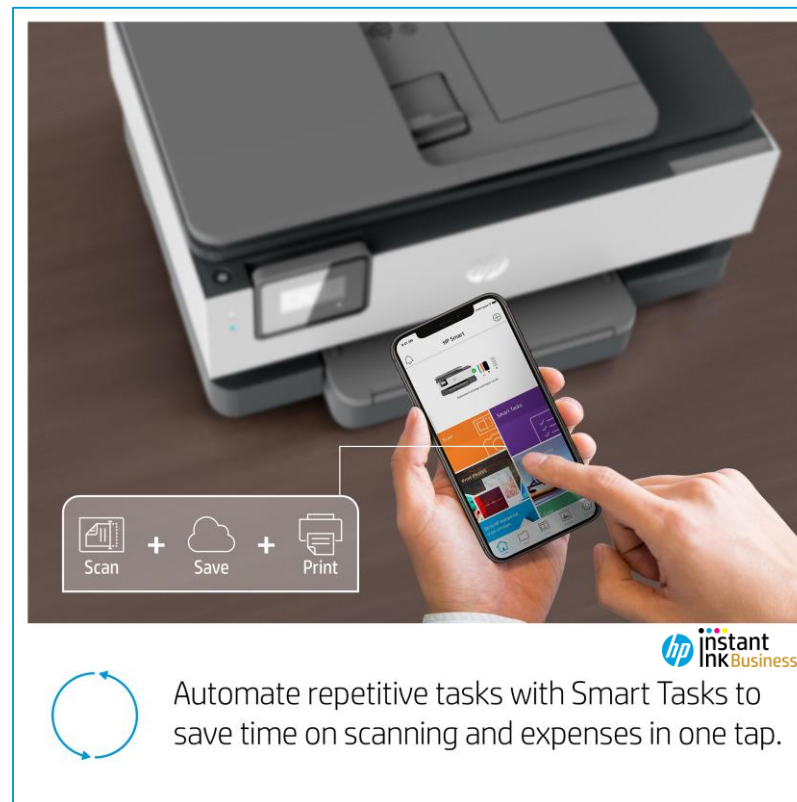
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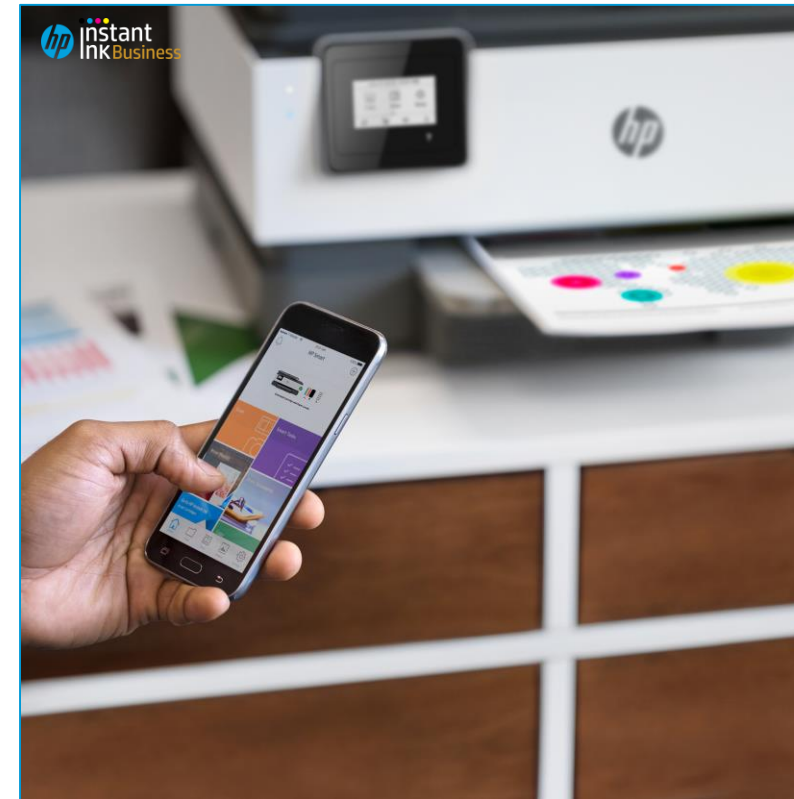
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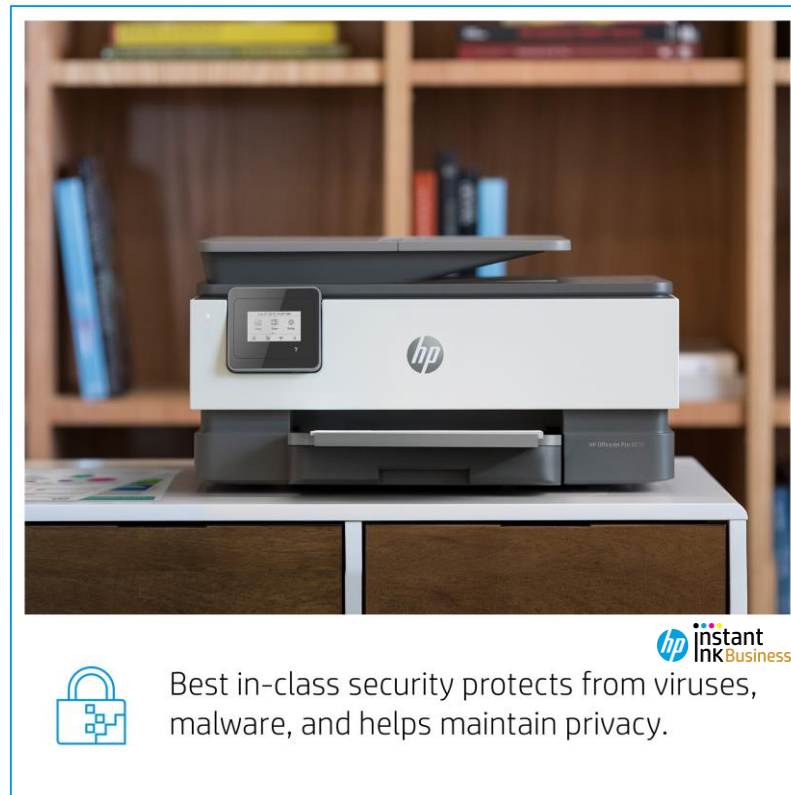
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HP OfficeJet Pro 801x All-in-One Dynamic Hot Button

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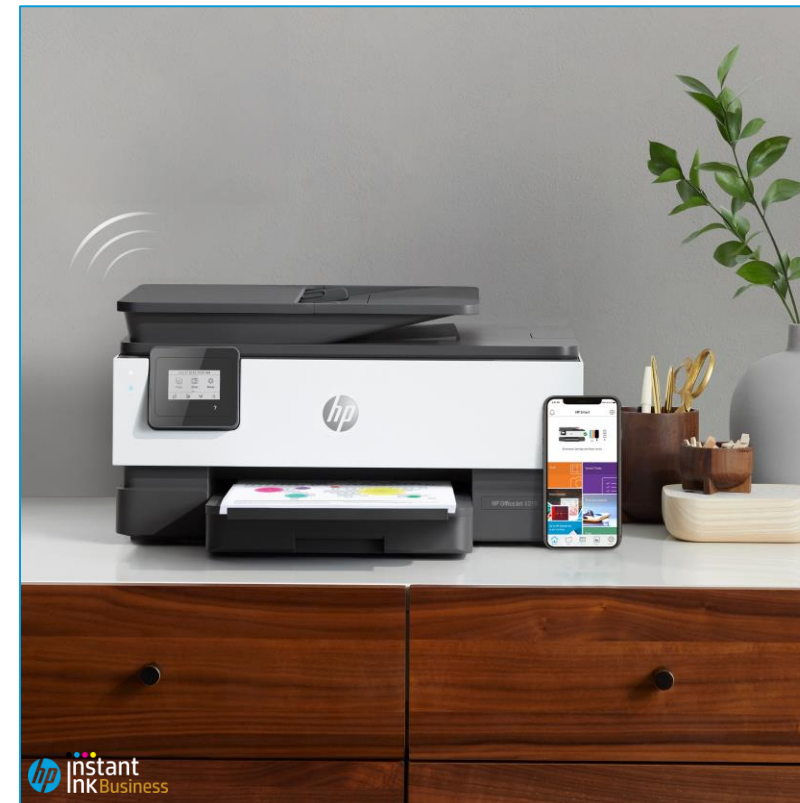
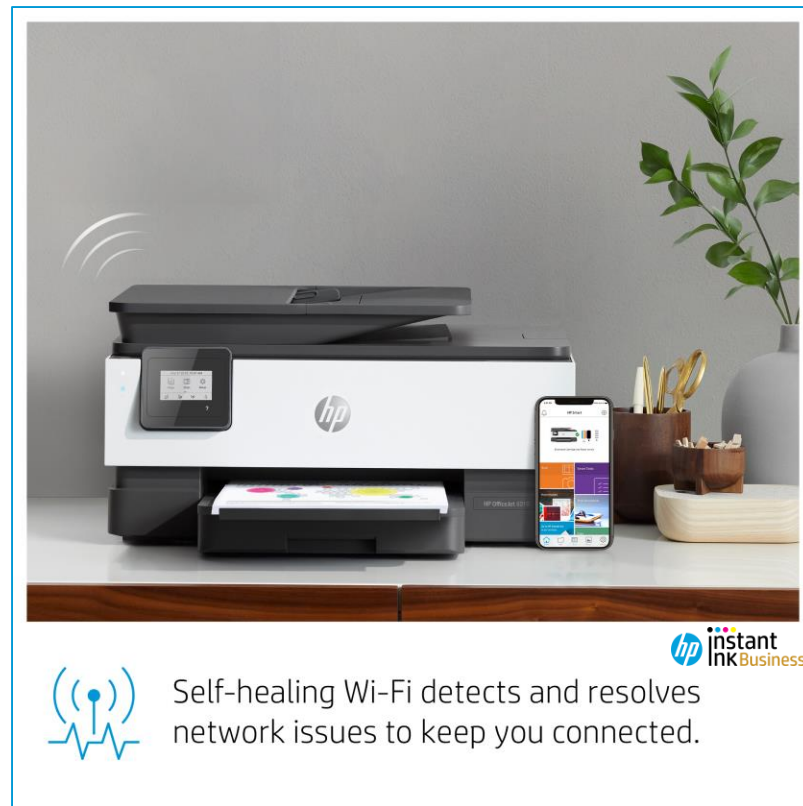


HP OfficeJet Pro 801x All-in-One

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HP OfficeJet Pro 801x All-in-One


At a glance

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At a glance

Main features

- Print
- Copy
- Scan
- Wireless
- Print from smartphone and tablet
- Made from recycled plastic—up to 15%



HP OfficeJet 8010

Highlighted features

- HP Smart Tasks**
Digitize and organize business documents. Even create editable, searchable documents, scanning from your phone or printer.
- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Voice-activated printing**
Works with alexa and Google Assistant.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Optional HP high-yield cartridges
- Automatic 2-sided copy and scan
- Easy slide off glass
- Second paper tray
- USB image print/scan
- Included
- Not included

Available in this Language

WE: GB



HP OfficeJet Pro 801x All-in-One


At a glance

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Available in these Languages

WE: EE | FR | IT | DE | ES | PT | NL | FI | NO | SV | DA



HP OfficeJet Pro 801x All-in-One


At a glance

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HP OfficeJet Pro 801x All-in-One Hero Banners

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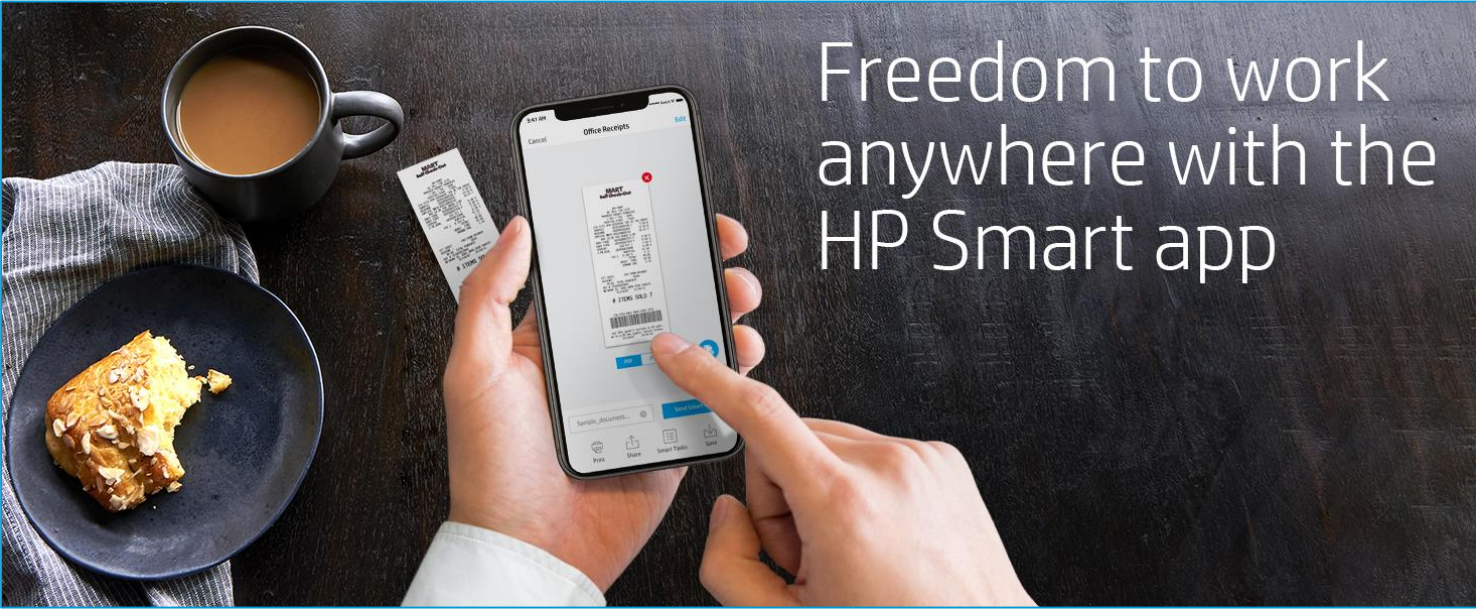
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HP OfficeJet Pro 801x All-in-One KSP Module

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HP OfficeJet Pro 801x All-in-One

Hot Spot – Desktop

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HP OfficeJet Pro 801x All-in-One

Hot Spot – Desktop

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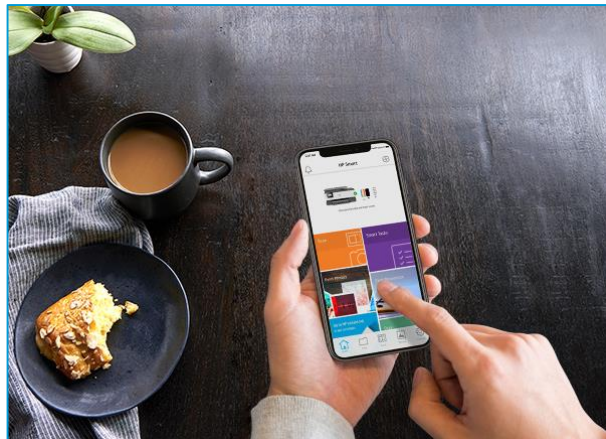
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HP OfficeJet Pro 801x All-in-One Hot Spot – Mobile

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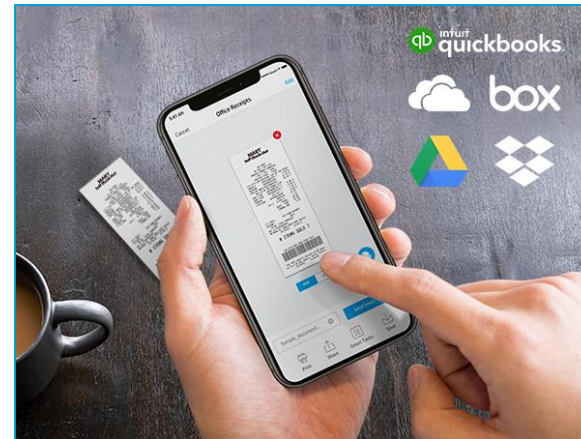
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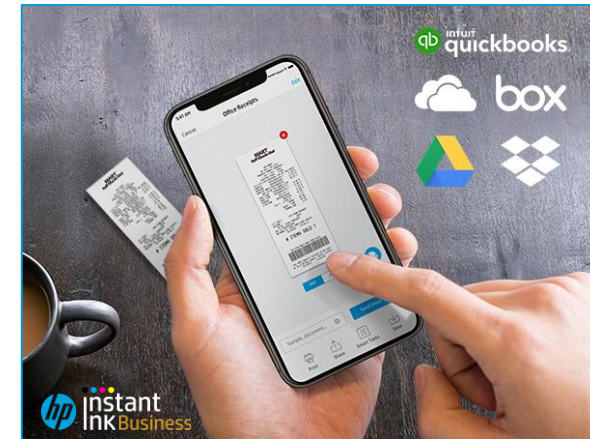
Freedom to work anywhere



Freedom to work anywhere-Option



Save time with Smart Tasks



Save time with Smart Tasks

HP OfficeJet Pro 801x All-in-One

Hot Spot – Mobile

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Designed to protect

Keep connected with self-healing Wi-Fi

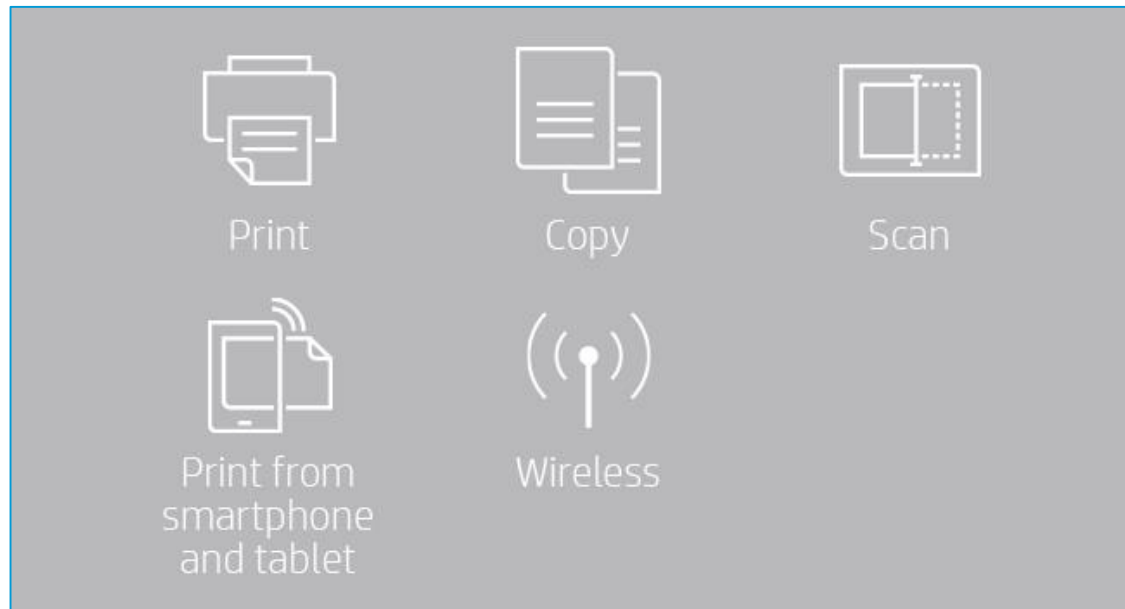
Voice-enabled printing



HP OfficeJet Pro 801x All-in-One

At a glance

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- Optional HP high-yield cartridges
 - Automatic 2-sided copy and scan
 - Easy slide off glass
 - Second paper tray
 - USB image print/scan
- Included
 Not included

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HP OfficeJet Pro 8015 All-in-One

eTail Toolkit – EMEA Region



Assets @ a glance for HP OfficeJet Pro 8015

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Above the fold assets

Product Carousel

Product Walk Around

Lifestyle with
dimensions

Dynamic Hot Button

At a glance

Below the fold assets

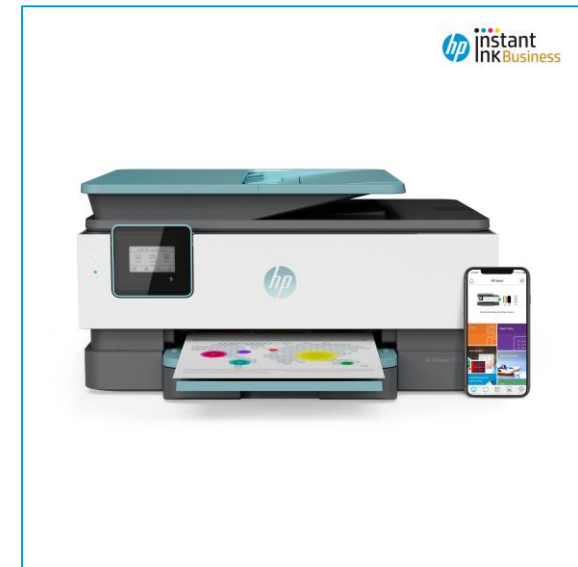
Hero Banners



HP OfficeJet Pro 8015 All-in-One Product Carousel

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HP OfficeJet Pro 8015 All-in-One

Lifestyle with dimensions

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HP OfficeJet Pro 8015 All-in-One Product Walkaround

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New!

35-page automatic document feeder

Best in-class security

Remote print and scan with HP Smart app

225-sheet input tray

Self-healing Wi-Fi

Customizable Smart Tasks to save time

hp instant Ink Business

This image shows the HP OfficeJet Pro 8015 All-in-One printer with callouts to its features. A smartphone is shown next to the printer displaying the HP Smart app interface. The callouts include: 'New!', '35-page automatic document feeder', 'Best in-class security', 'Remote print and scan with HP Smart app', '225-sheet input tray', 'Self-healing Wi-Fi', and 'Customizable Smart Tasks to save time'. The HP logo and 'hp instant Ink Business' logo are also present.

New!

35-page automatic document feeder

Best in-class security

Self-healing Wi-Fi

Remote print and scan with HP Smart app

225-sheet input tray

Voice-activated printing

Customizable Smart Tasks to save time

WORKS WITH alexa

works with the Google Assistant

hp instant Ink Business

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Available in these Languages


FR IT DE ES	
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HP OfficeJet Pro 8015 All-in-One Dynamic Hot Button


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The image shows a close-up of a person's hands holding a smartphone. The phone screen displays the HP Smart app interface with a 'Smart Tasks' section highlighted. In the background, an HP OfficeJet Pro 8015 printer is visible. A callout box at the bottom left of the image contains the 'hp instant INK Business' logo and three icons: a document with a checkmark labeled 'Scan', a cloud labeled 'Save', and a printer labeled 'Print', all connected by plus signs.

Automate repetitive tasks with Smart Tasks to save time on scanning and expenses in one tap.



The image shows a person's hands holding a smartphone displaying the HP Smart app. The app interface shows various options for printing and scanning. In the background, the HP OfficeJet Pro 8015 printer is shown on a desk. The 'hp instant INK Business' logo is visible in the bottom right corner of the image.

Remote print and scan with best in-class mobile print app: HP Smart.



The image shows the HP OfficeJet Pro 8015 printer sitting on a wooden desk in an office setting. The printer has a small touchscreen on its front. The 'hp instant INK Business' logo is visible in the bottom left corner of the image.

Best in-class security protects from viruses, malware, and helps maintain privacy.

Available in these Languages

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HP OfficeJet Pro 8015 All-in-One

Dynamic Hot Button

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hp instant INK Business

Self-healing Wi-Fi detects and resolves network issues to keep you connected.



hp instant INK Business

Save up to 70% on ink and never run out with HP Instant Ink.

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HP OfficeJet Pro 8015 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Wireless
- Print from smartphone and tablet
- Made from recycled plastic—up to 15%



HP OfficeJet 8015

Highlighted features

- HP Smart Tasks**
Digitize and organize business documents. Even create editable, searchable documents, scanning from your phone or printer.
- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Optional HP high-yield cartridges
- Automatic 2-sided copy and scan
- Easy slide off glass
- Second paper tray
- USB image print/scan
- Included
- Not included

Available in these Languages

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HP OfficeJet Pro 8015 All-in-One

At a glance


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works with alexa | works with the Google Assistant
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Never run out of ink with HP Instant Ink.

Additional features

- Optional HP high-yield cartridges
- Automatic 2-sided copy and scan
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HP OfficeJet Pro 8015 All-in-One Hero Banners

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HP OfficeJet Pro 8025 All-in-One

eTail Toolkit – EMEA Region



Assets @ a glance for HP OfficeJet Pro 8025

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Above the fold assets

Product Carousel

Product Walk Around

Lifestyle with
dimensions

Dynamic Hot Button

At a glance

Below the fold assets

Hero Banners



HP OfficeJet Pro 8025 All-in-One Product Carousel

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HP OfficeJet Pro 8025 All-in-One

Lifestyle with dimensions

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HP OfficeJet Pro 8025 All-in-One Product Walkaround

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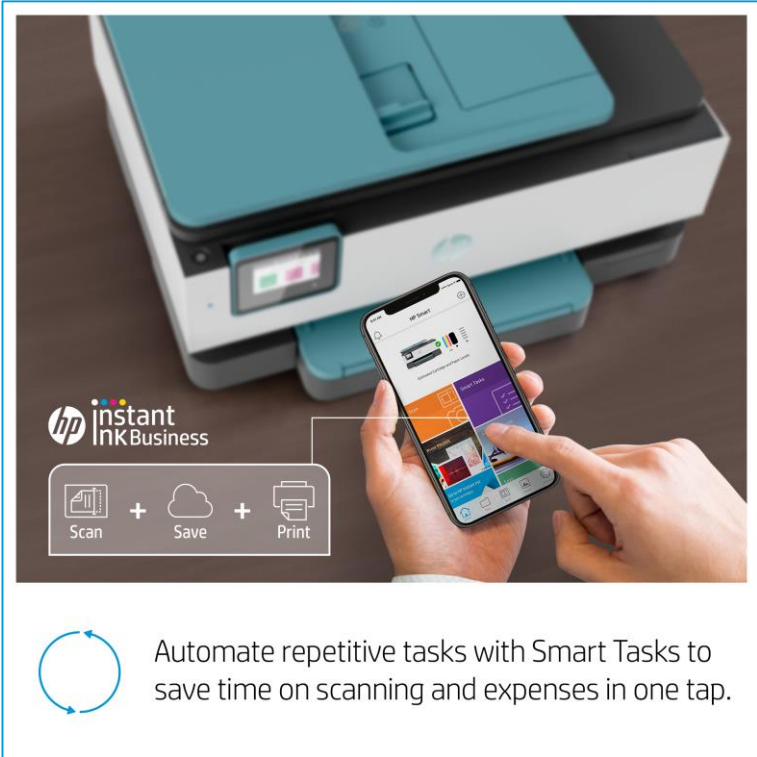
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HP OfficeJet Pro 8025 All-in-One Dynamic Hot Button

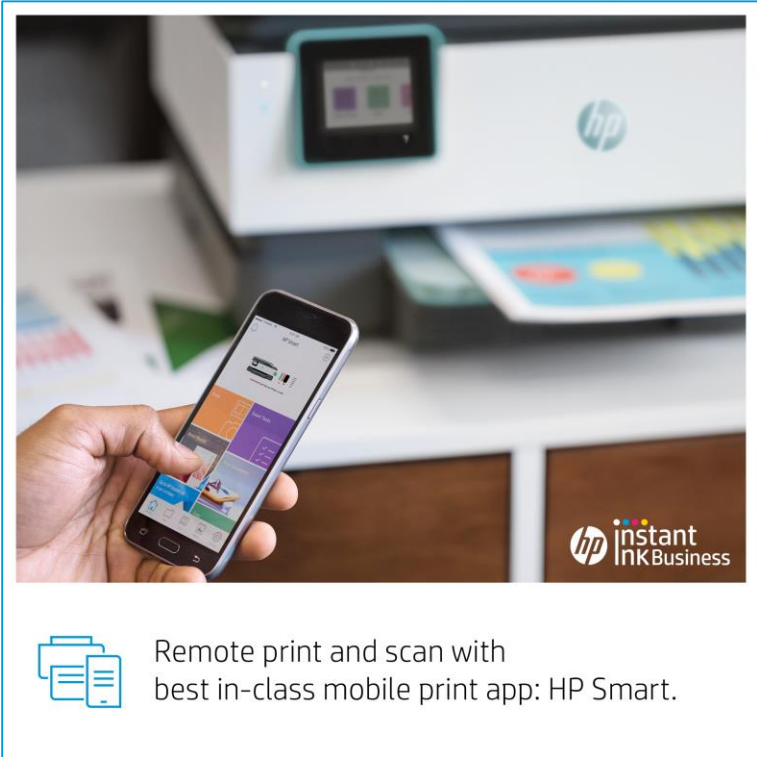
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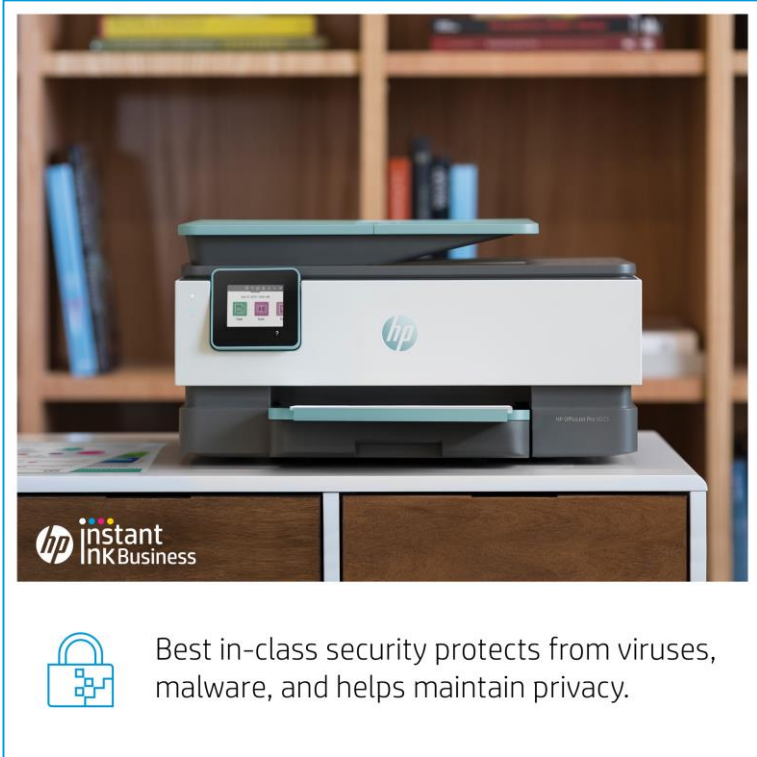
The image shows a person's hands holding a smartphone in front of an HP OfficeJet Pro 8025 printer. The phone screen displays the HP Smart app interface with a 'Smart Tasks' section highlighted. Below the phone, there are icons for 'Scan', 'Save', and 'Print' with plus signs between them. The 'hp instant Ink Business' logo is visible in the bottom left corner of the image area.

Automate repetitive tasks with Smart Tasks to save time on scanning and expenses in one tap.



The image shows a person's hands holding a smartphone in front of an HP OfficeJet Pro 8025 printer. The phone screen displays the HP Smart app interface. The 'hp instant Ink Business' logo is visible in the bottom right corner of the image area.

Remote print and scan with best in-class mobile print app: HP Smart.



The image shows an HP OfficeJet Pro 8025 printer on a desk in an office setting. The 'hp instant Ink Business' logo is visible in the bottom left corner of the image area.

Best in-class security protects from viruses, malware, and helps maintain privacy.

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HP OfficeJet Pro 8025 All-in-One Dynamic Hot Button

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hp instant
INKBusiness

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hp instant
INKBusiness

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HP OfficeJet Pro 8025 All-in-One

At a glance


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At a glance

Main features

- Print
- Copy
- Scan
- Fax
- Wireless
- Print from smartphone and tablet
- Made from recycled plastic—up to 15%



HP OfficeJet Pro 8025

Highlighted features

- HP Smart Tasks**
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- HP Smart app**
Print documents, scan on-the-go and easily order ink from mobile device.
- Instant Ink**
Never run out of ink with HP Instant Ink.

Additional features

- Color touch screen
- Optional HP high-yield cartridges
- Automatic 2-sided copy and scan
- Easy slide off glass
- Second paper tray
- USB image print/scan
- Included
- Not included

Available in these Languages

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HP OfficeJet Pro 8025 All-in-One

At a glance


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HP OfficeJet Pro 8025 All-in-One Hero Banners

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Product Guide

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Quick Reference Sheet

NEW



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HP OfficeJet Pro Security Brief



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Battlecard

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Product Presentation

NEW



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Product Video - 801x



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Product Video - 802x



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